AUGUST 16, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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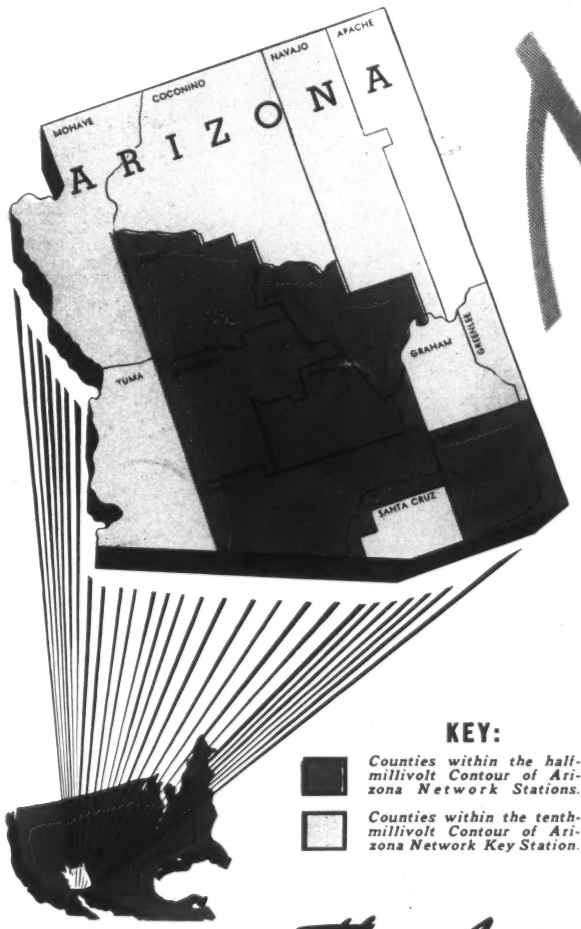
HERE'S HOW TO SELL IN ARIZONA!



KEY:

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Counties within the tenth-millivolt Contour of Arizona Network Key Station.

New **ARIZONA NETWORK COVERAGE MAP**

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The Arizona Network intensively covers most of Arizona—the part where 99% of all the state's retail dollars are spent . . . where 95% of the people live . . . and where 98% of the radio homes are! The Arizona Network market is a *big* market . . . and a *rich* market! More than half a million people! In 1942 an effective buying income of $335,524,000! Retail sales of $193,148,000!

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The Arizona Network

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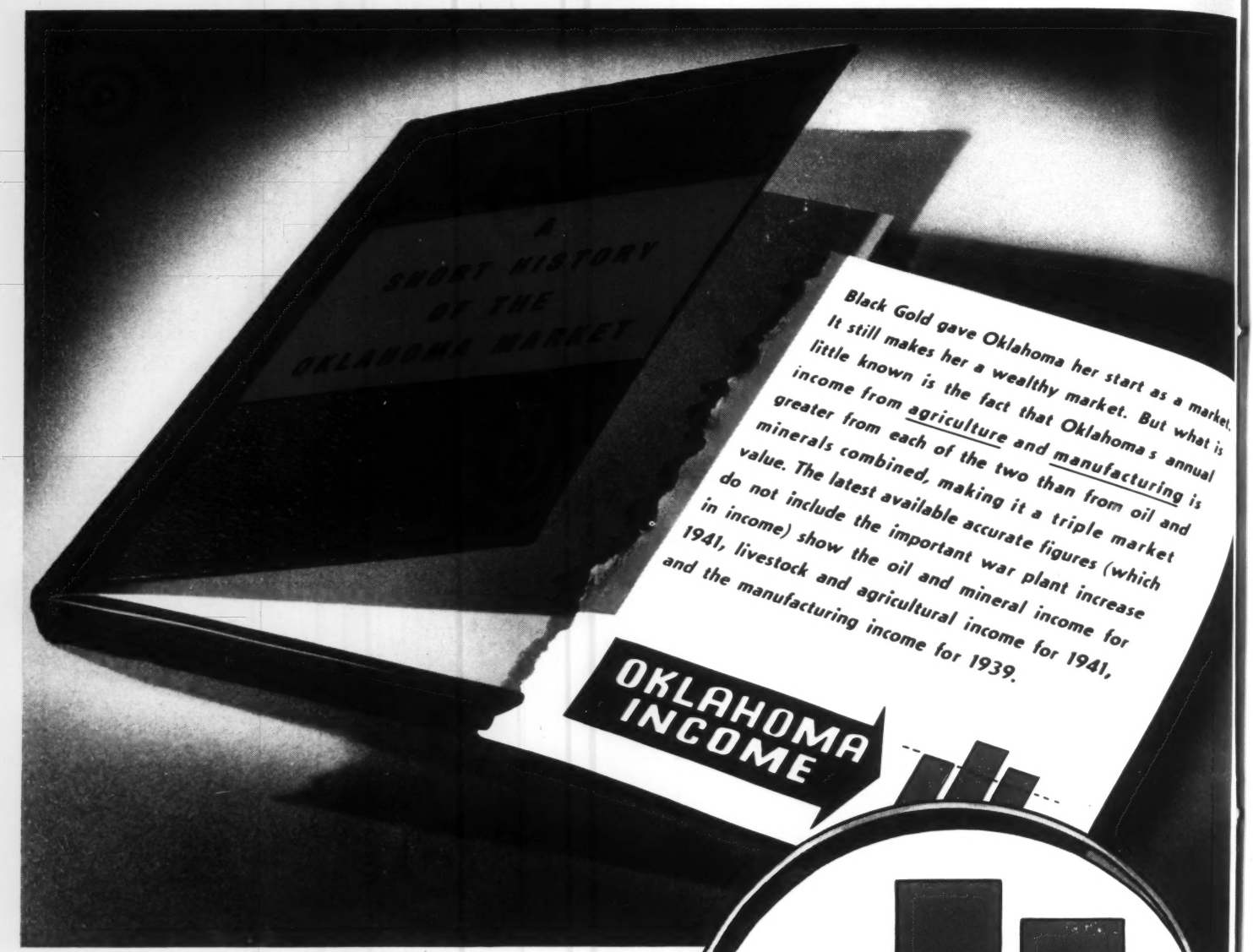
Bisbee-Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts

KOY PHOENIX
550 KILOCYCLES
Harold A. Safford, Manager

KTUC
TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

XUM


A SHORT HISTORY OF THE OKLAHOMA MARKET
Black Gold gave Oklahoma her start as a market. It still makes her a wealthy market. But what is little known is the fact that Oklahoma's annual income from agriculture and manufacturing is greater from each of the two than from oil and minerals combined, making it a triple market value. The latest available accurate figures (which do not include the important war plant increase in income) show the oil and mineral income for 1941, livestock and agricultural income for 1939.
OKLAHOMA INCOME
OIL AND MINERAL PRODUCTION
FARM, LIVESTOCK AND OTHER AGRI-CULTUAL INCOME
MANUFACTURING

There are two markets in Oklahoma. The richer, No. 1 market, centers around Tulsa. This compact market, called the Tulsa Magic Empire, embracing approximately one third of the state's area, has nearly half of the state's wealth and effective buying income.

Oklahoma's 50,000 Watt Station, KVOO, blankets this market—plus covering rich counties in Kansas, Missouri, and Arkansas. If you choose only one market and one station in Oklahoma, The Tulsa Magic Empire and KVOO is the No. 1 combination for the most effective results.

KVOO
TULSA OIL CAPITAL OF THE WORLD

50,000 Watts—Day and Night—1170 Kilocycles—NBC Red

Edward Petry & Co., National Representatives

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When people find a product or radio station they can consistently depend on they ask for it by name. That's why families in 10,000,000 homes say "Turn on WSM." WSM is always conscious of the likes and dislikes of its wide and growing audience. Through results obtained from surveys, polls and fan mail, WSM knows the type of entertainment its listeners prefer. And WSM makes it a point to furnish just that kind of entertainment. A very good reason why more and more people simply say "Turn on WSM."

HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE • NBC AFFILIATE

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THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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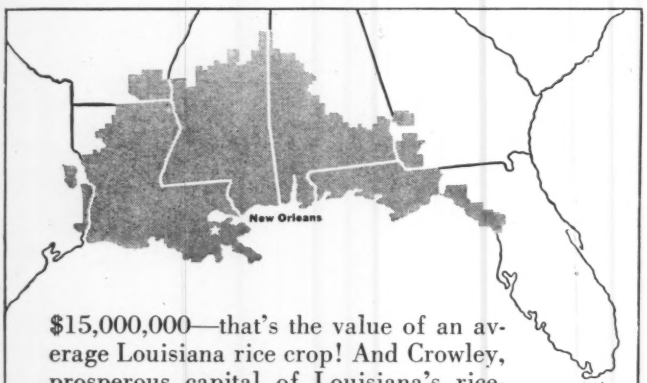
XUM

America's Rice Granary

— AROUND CROWLEY, LOUISIANA —

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



$15,000,000—that's the value of an average Louisiana rice crop! And Crowley, prosperous capital of Louisiana's riceland, represents still another Deep South market, completely covered by WWL. NOT JUST EVERY RADIO in New Orleans, or Louisiana, but *every radio in the Deep South* can bring home a WWL sales message! For hundreds of miles, no other station is even *half* as powerful!

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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For Outstate Nebraska - KFAB is a MUST!

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better job of merchandising

than WSAZ...1000 on 930

Huntington, West Virginia

WSAZ IS REPRESENTED BY THE BRANHAM COMPANY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATION

MERLE H. TUCKER

ASSISTANT MANAGER, KOB, ALBUQUERQUE

1930 Office Boy, Junior Announcer, WBAP, Fort Worth
1931 Announcer, WLW, Cincinnati
1933 Chief Announcer, Production Manager, WAVE, Louisville
1935 Radio Director, Dept. of Information, State of Texas
1938 General Manager, KSAL, Salina, Kansas
1940 General Manager, KROD, El Paso
1942 Assistant Manager, KOB, Albuquerque

NO, we're not stooges for the Albuquerque Chamber of Commerce, but there certainly must be *something* about that climate! Take Merle Tucker, f'rinstance. A few years ago Merle was an office boy, and so skinny that he could have drowned in the ink wells. Then he moved to you-know-where. Today Merle is Assistant Manager of a 50,000-watt station, and *majestically* upholstered. See what we mean about that climate?!

Seriously—climate does have an effect on success in radio. Or put it this way—that climate does affect *people*—that people in different climates, being themselves different, do have slightly different tastes—that nation-wide radio programs therefore vary in their popularity and effectiveness—that *spot broadcasting* which takes cognizance of sectional audiences is therefore usually more efficient than nation-wide programs. . . .

You don't have to take our word for that. (Compare some Hooper ratings, where everything except climate is comparable.) But you *can* take our word about which stations are the best spot-broadcasting bets in the markets we serve. Because that's the way we have earned the right to the confidence of the world's largest spot-broadcasters, here in this pioneer group of radio-station representatives:

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KDAL . . . . . DULUTH
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WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

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WCBM . . . . . BALTIMORE
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WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
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BROADCASTING
and
Broadcast Advertising

Vol. 25, No. 7 WASHINGTON, D. C., AUGUST 16, 1943 $5.00 A YEAR—15c A COPY

Blue Sale Provisions Submitted to FCC

Company Formed For 8 Million Transfer

AMERICAN Broadcasting System Inc., solely owned by Edward J. Noble, industrialist and broadcaster, will become the entity operating the BLUE Network upon FCC approval of the $8,000,000 transaction for transfer of the network by RCA to the Noble interests.

Formal detailed applications for transfer filed with the FCC late last Wednesday revealed the identity of the new corporate entity formed by Mr. Noble and to which he assigned his contract for purchase of the BLUE, subject to FCC approval. The contract with RCA, although dated July 30, carries an Aug. 2 amendment specifying that the transaction becomes void if it is not accorded FCC approval by Nov. 1.

Name Not Selected

Whether the BLUE, upon its transfer, will be changed in name to "American Broadcasting System" has not yet been decided, Mr. Noble advised BROADCASTING last Thursday. He said it may become simply a holding company. The going-concern value of the BLUE Network's name, of course, would be taken into account. (In the early 1930's there was an American Broadcasting Co. which operated a regional network keyed by WMCA. It was dissolved, however.)

The transfer papers pending before the FCC disclosed that Mr. Noble has agreed to buy for $4,000,000 400,000 of the 500,000 authorized shares of common stock of American Broadcasting System, which was incorporated only last March in Delaware. The remaining 100,000 shares are in reserve. The additional $4,000,000 of the $8,000,000 purchase price, it was shown in agreements filed with the Commission, will be borrowed by ABS from three national banks in New York on a four-year term loan at 2% interest per annum. This money, however, will not be delivered until the FCC formally certifies its approval of the sales transaction.

No word was forthcoming from the FCC as to when it would act upon the transaction or whether a hearing would be scheduled. The Commission's law, accounting and engineering departments must review the applications of both transferor and transferee before the matter comes to the Commission's attention. The sheaf of documents is an inch-and-a-half thick.

FCC May Call Hearing

It was evident that the FCC would require additional information on Mr. Noble's future plans and on the financing project as outlined. In answer to the question in the application (No. 19, part 3) on full information regarding financing, the ABS application stated "transferee has attempted to make a full disclosure on material facts. If any further information is necessary it will be supplied promptly upon request."

The fact that 100,000 shares of stock (with a par value of $100,000) remain in the ABS treasury probably will require further explanation, it was thought. Prior to consummation of the transaction July 30, the name of James H. McGraw, Jr., Chairman of the McGraw-Hill Publishing Company was mentioned as a partner in the venture with Mr. Noble. Presumably the Commission will want to learn whether it is Mr. Noble's intention to dispose of the stock to Mr. McGraw or to other interests. Mr. McGraw's association with a publishing house would have some significance, it was brought out, in the light of the FCC's newspaper-divorcement proceedings, which are sufficiently broad to cover any printing or publishing venture.

It would not surprise industry observers to see the FCC call a hearing on the transfer, simply to make as complete a record as possible. The interest generated, it was pointed out, augured such a proceeding.

Because the transaction breaks new ground—no national network ever has been sold before—it was thought in some quarters the FCC would be disposed to exercise extreme caution. Actually, however, the Commission will only approve the transfers of the three stations owned by the BLUE—WJZ New York, WENR Chicago and KGO San Francisco. The $8,000,000 figure covers the entire network sale, including these three stations.

Since networks are not licensed, the FCC has before it the matter of determining whether the public interest will be served by the assignment of the licenses of the three stations to the Noble corporation. It necessarily will take judicial notice of the fact that an entire network with some 160 affiliates, is involved.

No Technical Problems

A condition precedent to the FCC's consideration, again not required by law but in consonance with current FCC policy, is the disposition by Mr. Noble of WMCA, New York, which he owns outright. The applications filed with the FCC contain no statement regarding this matter, but Mr. Noble told BROADCASTING he promptly would file a supplementary letter advising the Commission of his intention to dispose of WMCA as soon as a suitable purchaser could be found.

Mr. Noble said the number of bidders for WMCA totals in excess of two dozen but that the list has been boiled down to three or four who appear to be best qualified as operators and who are willing to deal on a cash basis. He placed no ceiling figure on the station, though it was understood that bids range up to about $1,250,000.

Mr. Noble, in 1941, bought the station from Donald Flamm for what amounted to $940,000 (including accounts receivable) and since then has placed about $100,000 in working capital in the station, aside from certain improvements. Observers thought the $1,250,000 figure might well be met.

Pending review of the voluminous applications by the FCC staff, there was no clear thought about a hearing on transfer of the BLUE. It is doubted whether any-

(Continued on page 45)

Flamm Sues to Stop Noble From Proposed WMCA Sale

MOTION for a temporary injunction to restrain Edward J. Noble from disposing of WMCA, New York, during the pendency of a suit brought by Donald Flamm, former owner, to rescind that sale, was heard last Friday by New York Supreme Court Justice David Peck, who reserved decision. Stay order granted when Mr. Flamm made his complaint remains in effect until the decision, which is expected within the week, it was stated. Mr. Flamm is now part-owner of WPAT, Paterson, N. J.

In his affidavit to show why an injunction should be granted, Mr. Flamm states that when he turned WMCA over to Mr. Noble on Jan. 17, 1941, he was an "unwilling seller", forced into the deal by "fraudulent acts and coercive measures" of Mr. Noble. He alleges that he had previously turned down an offer "well in excess of $1,000,000" for WMCA, which went to Mr. Noble for $350,000, a "price far below its actual value," and that in addition, taxes, attorneys' fees and other expenses arising from the sale cost Mr. Flamm $200,000.

Mr. Flamm states that he devoted all of his time to WMCA from his acquisition of the station in 1930 until 1941, that his "entire knowledge and skill is concentrated in the radio field," and that due to the FCC regulations and physical restrictions in building stations, he "has been without any business" since its sale to Mr. Noble.

He charges that Mr. Noble conspired with Donald S. Shaw, then general manager of WMCA, and Leslie Evan Roberts, then program manager, two of Mr. Flamm's "most trusted employes", to secure for Mr. Noble all of the station's confidential records and to convey to Mr. Flamm "false information, misleading rumors and unwarranted threats, all for the purpose of terrorizing, coercing and de-

(Continued on page 18)

FCC Adopts Plan to Relax Local Ban

Use of Idle Equipment Provides Basis of New Action

APPROVING practically without modification the recommendation of its Committee on Critical Radio Materials, the FCC last Wednesday announced relaxation of its construction "freeze order" to permit licensing of new 100-250 w stations under certain prescribed conditions. The action also covers increases in power of 100 w stations to 250 w through use of idle equipment not desired by the military.

The Commission's action, which confirmed the report published in BROADCASTING (Aug. 9 issue) set forth the conditions under which applications would be entertained for new stations or for increases in power. The report was drafted by Commissioners T. A. M. Craven, chairman, and C. J. Durr, after more than a year of study.

When applications for local stations or for modifications have been dismissed without prejudice under the freeze order of April 27, 1942, the Commission said these may be reinstated for consideration under the new provisions upon petition filed within 30 days of Aug. 10.

WPB Action

The Commission stated it had been informed by the War Production Board that building construction requiring a clearance may be obtained only when WPB is satisfied that a "direct contribution toward winning the war is clearly indicated". In this connection it was indicated that WPB in granting such permission would consider only cases where equipment was on hand at the time of publication of the report. An official of WPB said WPB probably would be disposed to consider the date of publication as the time when the original story appeared in BROADCASTING (Aug. 9), since the unofficial story was so accurate that WPB probably would not quibble over technicalities of when it was released.

Following is the full text of the FCC's public notice:

Upon consideration of a report and recommendation of its Committee on Critical Radio Materials, the Commission, on Aug. 10, 1943, determined that under certain stated conditions it would be in the public interest to grant applications for permits involving the use of idle equipment to increase power of 100-watt local channel standard broadcast stations to 250 watts and for construction of new 100-watt or 250-watt local channel stations.

Applications for permits to construct new 100-watt and 250-watt local channel standard broadcast stations in cities or towns where no station is located at present and not located in metropolitan districts already served by radio stations, and applications to increase power of local channel stations to 250 watts may be granted upon a satisfactory showing that:

1. All required materials, except vacuum tubes, may be obtained without priority assistance.[1]
2. Such applications involve no inconsistencies with the Commission's Rules and Regulations.
3. Such applications tend toward a fair, efficient and equitable distribution of radio service, are consistent with sound allocation principles, offer substantial improvement in standard broadcast service, and
4. Such applications are otherwise in the public interest.

Applications for local channel stations or changes in such stations which have been dismissed without prejudice pursuant to the policy announced April 27, 1942, may be reinstated for consideration in the light of the new circumstances upon submission of a petition within 30 days of this date showing (1) that such application is in conformity with the foregoing enumerated conditions; and (2) any and all changes with respect to facts and circumstances as represented in the original application.

[1] The Commission is informed by the War Production Board that building construction requires a clearance which may be obtained only when that agency is satisfied that a direct contribution toward winning the war is clearly indicated.

GREETINGS are exchanged by David Sarnoff (left), chairman of the board of NBC, with C. E. Wilson (right), president of General Motors, just prior to the first broadcast of the NBC Symphony Orchestra under General Motors sponsorship on Sunday, Aug. 1. Frank Black, conductor of the premiere and the entire Summer series looks on. Arturo Toscanini and Leopold Stokowski will share the 24-week winter season beginning Oct. 31. Agency is Arthur Kudner Inc., N. Y.

NAB Legislative Committee Meeting To Consider Plans for New Radio Act

WITH Neville Miller entrenched as president of the NAB at least until the expiration of his contract next July, the NAB Legislative Committee gathers in Washington Tuesday (tomorrow Aug. 17) to work out a modus operandi on legislation in light of the return of Congress Sept. 14 following its summer recess.

Meeting at the call of Mr. Miller, the Committee will consider recommendations for retention of legislative counsel by the NAB and possibly other staff employees, with a view toward streamlining the trade association to perform a peak legislative job. Pendency in both Houses of Congress of legislation to rewrite the Communications Act, notably in the light of the so-called Frankfurter opinion of the Supreme Court in the Network cases, in the opinion of Legislative Committee and board members, requires speedy action.

Would Retain Loucks Firm

Efforts to retain the law firm of Philip G. Loucks, Washington radio attorney and former manager-director of the NAB, have been made, it is understood. It is expected the Legislative Committee, comprising 10 board members, will consider recommendations of President Miller regarding added manpower for the legislative and legal task. The post of NAB counsel has been vacant since the departure two months ago of Russell P. Place, who joined the war effort with the Office of Strategic Services. The thought, however, it is understood, is to retain a law firm, rather than an individual lawyer, to act as counsel on these matters.

The meeting is the first of the Legislative Committee since the NAB Board Meeting in Chicago July 30 to consider a change in NAB presidency. Mr. Miller, however, was continued for the duration of his contract.

Mr. Miller notified the Legislative Committee that, upon his return to Washington following a brief vacation the week of August 2, he had consulted a number of people regarding the legislative matter. Afterward, he called the meeting for Tuesday at the Statler.

Members of the Legislative Committee, of which Mr. Miller is chairman are: Nathan Lord, WAVE, Louisville; G. Richard Shafto, WIS, Columbia, S. C.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Ed Yocum, KGHL, Billings, Mont.; Don. S. Elias, WWNC, Asheville; Clair R. McCollough, WGAL, Lancaster; James D. Shouse, WLW, Cincinnati; Frank M. Russell, NBC Washington vice-president; and Joseph H. Ream, CBS vice-president and secretary.

Can Institute Plans

CAN Manufacturers Institute has appointed Benton & Bowles, New York, as advertising agency, according to Gordon E. Cole. Mr. Cole, formerly director of advertising for Cannon Mills, has just been appointed head of the Institute's newly-created division of advertising in post-war research. Advertising plans were being formulated last week.

Navy Supply Discs Sponsored on 83

Commercials for Uniforms; Live Store Announcements

NAVAL UNIFORM SERVICE, in charge of manufacturing officers' uniforms and insignia under supervision of the Navy Dept., is supplying retailers with a series of recorded programs for placement on local stations throughout the country. Titled *Fighting Heroes of the United States Navy*, the series consists of 14 quarter-hour dramatic sketches of great moments in the careers of such figures as George Dewey, John Paul Jones, and David Farragut.

Through local Naval Uniform Service agencies in 83 cities, member retailers have banded together to purchase time on as many stations. The series includes recorded commercials for naval uniforms. Stores in each city insert live announcements of their own. Program starts on WJZ, New York, Sept. 5, 4:45 p.m., and at varying times during the week on the 83 stations which carry it on a sponsored basis. It is supplied gratis to stations in cities having no Naval Uniform Service agency, and is heard sustaining on these outlets. Approximately 300 stations in this category had indicated their intention of carrying the programs by the middle of last week.

Primary purpose of the program is to tell the story of "the great traditions of the U. S. Navy," and its morale-building qualities and authenticity of its material have been approved by Rear Admiral W. B. Young and other naval officials. The Navy Department will advise all Naval radio installations and ships of the local broadcast.

Written by Stanley Wolfe, the series was originated, produced and directed by Bernard Zisser, until recently a member of the OWI's domestic radio division, where he served as creator and producer of *The Victory Front* on CBS and *Victory Volunteers* on NBC.

Agency handling the program for Naval Uniform Service is Hirshon-Garfield Inc., New York.

Thom McAn Spots

MELVILLE SHOE Corp., New York, is conducting a spot campaign on a total of 10 stations in behalf of Thom McAn shoes. Current drive, which started earlier this summer, consists of quarter-hour programs aired from three to six times weekly. Agency is Neff-Rogow, New York.

Ellery Queen at Top

THE Ellery Queen program places first in the list of "Top 10" programs released to subscribers recently in the July Pacific Program Ratings report of C. E. Hooper Inc. Kay Kyser ranks second, followed by *Quiz Kids*. The remainder of the list is as follows: Walter Winchell, Durante-Moore-Cugat, *Screen Guild Players*, *One Man's Family*, *Point Sublime*, *Mr. District Attorney*, and *Mr. & Mrs. North*.

NBC Seeks More Option Time in Evening

Wants a Half-Hour Less During Morning

FIRST FORMAL request from a nationwide network for modification of the FCC's network regulations since they became effective June 15 was filed with the Commission last week by NBC and a majority of its affiliated stations.

The petition, signed by Niles Trammell, NBC president, and 73 broadcasters representing 86 of its affiliated stations, asked for modification of Rule 3.104 to allow the network, under specified conditions, to utilize an additional half-hour of option time in the evening period. Should a station not option the full three hours permissible in the 8 a.m.-1 p.m. segment, NBC asked that it be permitted in addition to the three hours in the 6 p.m.-11 p.m. segment, also to option another half-hour in that segment for network programs. That would mean total time option in the night segment of not more than 3½ hours on any week day or four hours on a Sunday.

Fewer Option Hours

NBC brought out that the total daily time under option for network programs would not exceed that now authorized under the regulations but actually would result in a smaller amount of total hours being optioned.

The FCC Law Dept. took the petition under advisement with prospects of action within a fortnight. The petition was dated July 2, but was not filed with the FCC until Aug. 9, presumably because of the delay entailed in procuring signatures of affiliated stations.

Last June, just prior to the effective date of the regulations, the FCC informally denied a petition of Don Lee Broadcasting System on the West Coast for modification of the regulations to relieve the burden upon regional networks [BROADCASTING, June 28]. There was no formal opinion in that instance, with the denial based on the Law Dept.'s conclusions that no justification existed for the exceptions sought, relating primarily to option time notice.

Affiliated stations of NBC which were signatories to the petition as filed Aug. 9 were:

KANS KFAM KFYR KGBX KGNC KRGV KPRC KRIS KROC KSOO KELO KVOO KWBW KYSM WALA WAML WAVE WBAL WBEN WBLK WBOW WBRC WBRE WCBA WSAN WCRS WCSH WRDO WFEA WDAY WKBO WORK WGAL WDEL WEBC WMFG WHLB WEAU WEEU WFBC WFBG WFLA WFOR WGBF WGCM WGKV WGY WHAM WHIS WSPD WHIZ WLOK WIBA WIRE WIS WISE WJAC WJAR WJAX WJDX WKBH WKPT WKY WLAK WLW WMBG WMC WMRF WOPI WOW WPTF WRAK WRAW WROL WSAM WSAV WSFA WSJS WSM WSMB WSOC WSYR WTAR WTIC WTMA WWJ.

Pertinent portions of the petition were:

Modify Rule 3.104 by inserting between the second and third sentences: "In the event a station does not option the full three hours permissible under this regulation in the 8 a.m.-1 p.m. segment of the broadcast day, it may, in addition to optioning three hours in the 6 p.m.-11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours it options in the 8 a.m. to 1 p.m. segment; provided, however, the total time optioned by a station in the 6 p.m. to 11 p.m. segment shall not exceed three and one-half hours on any weekday or four hours on a Sunday."

Program Structure

NBC cited as reasons for the request:

"1. Program structure of the nation his developed in such a manner that the more important national network programs are in the evening segment of the broadcast day. The program policies and the broadcasting income of the affiliated stations as well as of the network organizations are based upon that structure. Because of this fact, NBC, for many years, has had under option from its affiliated stations in the Eastern and Central time zones the following evening hours (NYC time): Weekdays: 7-7:30 p.m. and 8-11 p.m. Sundays; 7-11 p.m.

"2. To limit the networks to three hours of option time in the evening segment of the broadcast day will disrupt the national program service without corresponding benefit to the local service.

"3. If the requested modification in Regulation 3.104 is made by the Commission, petitioners plan to arrange for non-exclusive options to NBC on not more than two hours in each weekday morning segment of the broadcast day and no options in the Sunday morning segment. In lieu thereof, petitioners will arrange for an additional half-hour in each weekday evening segment and an additional hour in the Sunday evening segment.

"4. The proposed modification will not result in any greater amount of daily time being under option for network programs than is now permissible, but, on the contrary, will result in a smaller amount of total hours being optioned.

"5. Your petitioners believe that the public interest, convenience and necessity will be promoted by the requested change."

Grocery Group

PLANS for an educational program on the production and distribution of food were revealed last week by the Grocery Mfrs. of America with the announcement of the formation of an Organization Committee to carry out this project. The committee consists of James S. Adams, president of Standard Brands; Alfred W. Eames, president of California Packing Corp.; H. J. Heinz II, president of H. J. Heinz Co.

New Moves in Congress Seen To End Petrillo's Disc Strike

NEW TALK of Congressional action this fall to end the year-old Petrillo-invoked recording ban developed last week coincident with the postponement of the scheduled War Labor Board panel inquiry into the strike from Aug. 16 until some time next month.

Rep. Joseph C. Baldwin (R-N. Y.) announced last Thursday he would seek to have legislation passed which would put recordings within the purview of the copyright laws—a move fostered by James C. Petrillo, AFM president, and others in the recording field. This would mean that the performer would be entitled to royalties when his recordings are broadcast or otherwise publicly performed. Vigorously opposed by the broadcasting industry, such legislation might sound the death knell of many small stations entirely dependent upon recordings.

The scheduled Aug. 16 hearing before the WLB tripartite panel was postponed last week when Joseph A. Padway, AFM general counsel, asked for the delay because of his illness. Tentatively Sept. 6 (Labor Day) was set for the proceedings in New York but it was indicated that an earlier date might be established.

The three members of the panel are Arthur Meyer, of New York, public member; Henry S. Woodbridge, industry member; and Max Zaritsky, labor member [BROADCASTING, August 2, 9].

Chairman Meyer conferred with representatives of both sides, to procure factual data involved in the recording strike. It was indicated that a preliminary hearing might be held on Sept. 3 but that a definite date would be set this week. The panel can recommend to WLB that the musicians be ordered back to work at any time during the proceedings.

Rep. Clark said that he would endorse the bill (HR-1570) introduced last January by Rep. Hugh D. Scott, Jr. (R.-Pa.) which would make recordings subject to the copyright laws. It would give any recording on a disc, film, tape, wire, record or other device or instrumentality the same protection of copyright accorded authors and composers.

Mr. Baldwin, who expressed concern over the loss of revenue to symphony orchestras because of the ban as well as the lack of popular recordings, said he would press for simultaneous action in both the House and Senate when Congress reconvenes. The Scott bill has been pending before the House Committee on Patents since it was introduced. Mr. Baldwin commented that the private purchasers of recordings will not be affected by the proposed legislation since royalty bans would apply only to commercially used recordings and jukeboxes.

FELTIS TO MANAGE NEBRASKA STATIONS

HUGH FELTIS, of Omaha, formerly sales manager of KFAB KFOR KOIL and manager of KOIL, has been appointed general manager of all three Nebraska stations, according to an announcement last week. He succeeds Judson Woods of Lincoln, who resigned to take a position with Sales Features Corp. of San Francisco. Mr. Woods had been with the stations since 1938, and had been Lincoln manager until early this year.

Mr. Feltis

Mr. Feltis came to the Central States System in April 1943 from the BLUE station relations office in New York, where he had spent 15 months. Before that he was commercial manager of KOMO-KJR Seattle for seven years. He started as a salesman for KVOS Bellingham, Wash., in 1929, and became acting manager for KXRO Aberdeen and manager of KPQ Wenatchee, Wash., later moving to KFRB Great Falls and KIDO Boise.

BACK IN MINNEAPOLIS recently for the fourth annual reception and dinner for Minnesota mayors, an event he sponsored four years ago when general manager of WCCO, was Earl Gammons (right), in charge of CBS in Washington. Host this year was A. E. Joscelyn (left), present manager of WCCO. In center is M. L. Kline, mayor of Minneapolis.

Probe Reveals Connivance of OWI-FCC

License Threats Used to Force Discharges

TESTIMONY that an OWI official and an FCC attorney had conspired to utilize the Commission's licensing power as a means of forcing station managers to remove from the air persons suspected of Fascists sympathies, without regard for either the lack of proof of such suspicions or the lack of legality of such procedure, was the highlight of last week's hearings of the House Select Committee investigating the FCC.

Robert K. Richards, assistant to J. H. Ryan, broadcasting chief of the Office of Censorship, testified to an agreement between Lee Falk, in charge of foreign language radio for the OWI, and Sidney Spear, FCC attorney, whereby Mr. Falk would ask for the discharge of suspected persons and Mr. Spear would hold up the issuance of station licenses until the stations had complied with Mr. Falk's request.

WOV Sale Involved

Details of the proposed sale of WOV, New York, by Arde Bulova to the Meister brothers, and of the alleged refusal of the FCC to approve the transfer of license because of a newspaper attack on Andrea Luotto, New York advertising man who would have become manager of the station under the new ownership, occupied much of the week's proceedings, which were curtailed by illness of Eugene L. Garey, counsel for the Committee.

CONGRATULATING Palmer Hoyt (right), operator of KGW-KEX, Portland, and publisher of *Portland Oregonian*, on his recent appointment as domestic director of OWI, is James Abbe (left) BLUE news commentator whose broadcasts originate from KEX. Employes of radio stations and newspaper staged a luncheon for Mr. Hoyt who assumed his Washington duties earlier in the summer.

The week was also marked by a series of arguments between Mr. Garey and FCC counsel Charles R. Denny, who on several occasions demanded an immediate opportunity to answer Mr. Garey's charges. In each instance Rep. Edward J. Hart (D-N. J.), chairman of the subcommittee in charge of this section of the hearings, denied Mr. Denny's plea, ordering him to wait until he was called by Mr. Garey, who is in charge of the order of the presentation of evidence before the Committee.

Most spirited exchange occurred when Mr. Garey accused Nathan David, assistant to Mr. Denny, of instructing a future witness in the testimony he is to present to the Committee, a charge that evoked an immediate and vigorous protest from both Mr. Denny and Mr. David. Unable to answer before the Committee, the FCC held a press conference following the day's session of the hearings, at which the accusation was vehemently denied.

FCC counsel also utilized press releases to present his arguments to the public. Following Mr. Garey's explanation that the hearings were like a jigsaw puzzle in which many apparently isolated facts will eventually fit together to give a complete picture, the Commission issued a release quoting FCC Chairman James Lawrence Fly's report: "Actually, with the committee counsel parading isolated bits of testimony to make sensational headlines, he is making the investigation more like the old shell game."

Mr. Garey indicated that the New York phase of the investigation probably would continue through the week of Aug. 23. He expressed the hope that the foreign language phase would be cleared up during the Aug. 16 week. Then the committee plans to cover the WMCA sales transaction whereby Edward J. Noble, contracted purchaser of the BLUE Network, acquired the station in 1941 for $940,000 (including accounts receivable) which precipitated considerable controversy. Donald Flamm, who sold the station to Mr. Noble and is a bidder for its reacquisition, is expected to be called as a witness, along with a number of his former associates in the station and with representatives of the purchaser, probably including Mr. Noble.

Possible Delay

It is unlikely that the Washington phase of the proceedings will be resumed in the immediate future. Chairman Cox of the Committee last week wired Rep. Louis E. Miller (R-Mo.) asking him if he could return to Washington to preside. Mr. Miller Thursday advised Judge Cox he would be in Washington from Aug. 25 to Aug. 30 and available for the assignment. No decision has been reached regarding the resumption of hearings, however. If the hearings are undertaken Aug. 25 or thereabouts, it is expected they will cover matters incident to draft deferments of FCC employees. Fred L. Walker, assistant general counsel of the Committee, would handle the examination during Mr. Garey's absence in New York.

Like a Puzzle

When the second week of the New York hearings got under way last Tuesday morning, Chairman Cox of the House Select Committee investigating the FCC had joined Reps. Hart (D-N.J.) and Wigglesworth (R-Mass.), on the dais. Rep. Hart continued to preside, however, as chairman of the subcommittee in charge of this part of the hearings.

Committee Counsel Garey began by reading a statement "of the purpose for which certain testimony has been and will be offered." Likening this phase of the investigation to the working of a jigsaw puzzle, he said that each piece of testimony must be inserted separately into its proper place, but that all the pieces must be in place before the picture can be seen.

"From the record thus far," he said, "it appears that, in one foreign language broadcasting station in New York City, the program director, the announcer, the script writer, the censor and the monitor of the Italian language programs are all aliens or persons owing their positions to the OWI with the approval of the FCC."

Explaining that this situation is not peculiar to this single station or city, but prevails generally in foreign language stations throughout the country, Mr. Garey recited these apparently unrelated facts from which the picture must be further developed: "OWI had the men and the material. It had the proper dye to color the news. It

(*Continued on page 49*)

Publications Display Further Interest As Cox Hits Foreign Tongue Activity

SHARP REVIVAL of editorial page interest in the House Select Committee investigation of the FCC has developed in recent days, with scorching diatribes both for and against the FCC in metropolitan newspapers and magazines of national circulation.

As against biting criticism of the Commission and its Chairman, James Lawrence Fly, appearing in Collier's (Aug. 14 issue) the *New York Sun* (Aug. 11) and the *Wall Street Journal* (Aug. 12) the New York tabloid *PM*, which has been vigorously pro-FCC, the *Washington Post*, which likewise has beat out a steady tattoo against the Cox inquiry, and *New York Herald-Tribune* (Aug. 12) condemned the committee.

'Pressure' Criticized

The *Sun* editorial, entitled "Pressure: FCC Type", alluded to the testimony adduced at the New York phase of the Cox inquiry on methods used by the FCC and OWI in seeking to control foreign language broadcasts. It referred to testimony of Robert K. Richards, Office of Censorship radio official, who had described a conversation with Sidney Spear, an FCC attorney, telling how "with the connivance of the OWI, unwanted broadcasters were removed from the air through withholding renewals of licenses for the station employing them".

In an editorial "Propaganda Is Propaganda", the *New York Herald-Tribune* chastised the Cox committee for a publicity piece criticizing FCC foreign language activities. The paper called the argument unimpressive and said the "very nature of foreign language broadcasting makes it inevitably, in war time, a part of the semi-official voice of the country." Concluding, the editorial proposes that "a Congressional investigation of Congress might be as useful a place to begin as any other."

Citing the foreign language personnel technique as described by Mr. Richards, the *Wall Street Journal* said that this amounted to the use by the Commission (through its agents) of its licensing power "to censor broadcasts, when the law gave it no such power." It said there was only one word for such action—"usurpation".

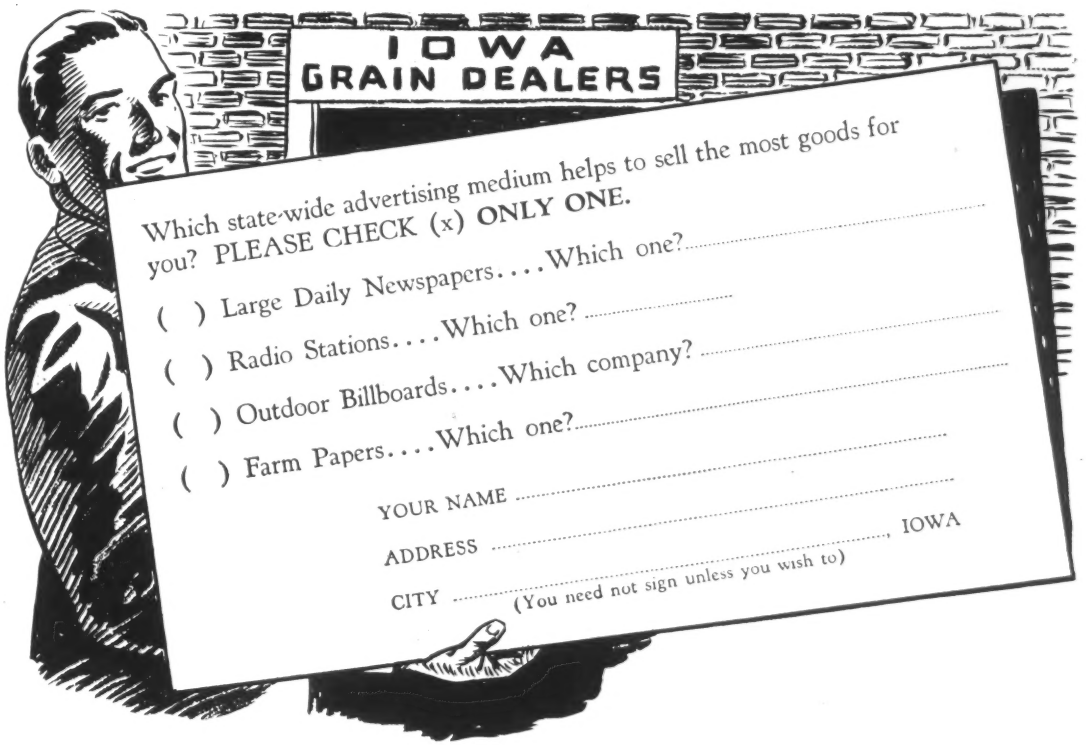
Declaring that the method used by the FCC and OWI foreign language employes is a "peculiarly flagrant case of abuse", the New York paper said this sort of thing must be stopped "if we are to keep our liberties". The surest way to stop it is to invest with powers such as we have to delegate to administrative agencies only officials whom "we fully trust not to abuse them or permit their subordinates to do so."

'Reflects on Rayburn'

These procedures, which Mr. Spear had described as "a little extra-legal", were cited by the newspaper as akin to the "gnawing of borers within the foundation of the Four Freedoms, and is likely to increase the demand for freedom from bureaucratic machinations".

The *Washington Post* (Aug. 12) resumed its attack upon Congress and more particularly Speaker

(*Continued on page 48*)


IOWA
GRAIN DEALERS
Which state-wide advertising medium helps to sell the most goods for you? PLEASE CHECK (x) ONLY ONE.
( ) Large Daily Newspapers....Which one?
( ) Radio Stations....Which one?
( ) Outdoor Billboards....Which company?
( ) Farm Papers....Which one?
YOUR NAME
ADDRESS
CITY
(You need not sign unless you wish to)
, IOWA

GRAIN DEALERS JOIN THE LANDSLIDE FOR W-H-O!

● For the past several months, various Associations and research specialists have been questioning different groups of dealers in Iowa, asking them "What advertising medium in Iowa gives you the greatest help — Billboards, Newspapers, Farm Papers, Radio?"

Also "What *one* newspaper, billboard company, farm paper or radio station do you prefer?"

Thus far we've published the results on Grocers and Meat Dealers, Druggists, Feed Dealers, and Hatchery Men. Here is still another—GRAIN DEALERS.

Billboards	Preferred by 0.0%
Newspapers	Preferred by 7.8%
Farm Papers	Preferred by 32.1%
Radio	Preferred by 60.0%

Note that Radio received nearly two-thirds of all votes cast. WHO alone received 37.2% of all votes —more than six times as many as the *second* station—more than *fourteen* times as many as the *third* station!

Do you want more proof than this? If so, we've got lots of it—and it's yours for the asking. Write for it—or ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Reorganization Plan Outlined For Blackett-Sample-Hummert

New Agency To Be Formed By Sample, Dancer; Hummert in Own Production Company

PLANS for reorganization of Blackett-Sample-Hummert, one of the most active advertising agencies in the radio field and since 1935 top agency in respect to network billing, were disclosed last week, following the announcement of E. Frank Hummert that he will sever his connection with the agency at the termination of his present contract on Dec. 31, 1943. Mr. Hummert also stated that J. G. Sample and Hill Blackett, who own the agency on a 50-50 basis, have agreed to dissolve their partnership at the end of their present agreement in August, 1944, at which time Mr. Sample and H. M. Dancer, president of B-S-H, are expected to form a new company to continue in the agency business.

Mr. Hummert said that he and Mrs. Hummert, who are currently in charge of the preparation and production of 17 network programs, 13 of them daytime serials, will continue their activities in that field after the first of next year, forming their own production company, Hummert Radio Productions. He said that the rights to these programs are all vested in either himself or Mrs. M. Hummert and are not controlled by B-S-H, so that a sponsor of any of them who might wish to transfer his account from B-S-H to another agency would be in no danger of losing his program thereby.

Tried to Buy Blackett Out

Confirming the general understanding in advertising circles, Mr. Hummert said that Mr. Sample has been endeavoring to buy out Mr. Blackett's interest in the agency for several years, but that they were never able to reach an agreement on terms. Dissatisfaction stemmed, Mr. Hummert reported, from the fact that the Sterling Drug and American Home Products business, which Mr. Hummert controls, plus the Procter & Gamble Co. and General Mills business placed through B-S-H, controlled by Mr. Sample and Mr. Dancer, account for 91 per cent of the agency's revenue.

Explaining his own connection with the agency, Mr. Hummert said that despite the use of his name, he has never been a partner nor held stock in the company. His contract, he said, calls for a salary plus a percentage of the agency's profits, which in recent years has totaled between $100,000 and $130,000 a year. Air Features, company casting and directing the Hummert programs, is in no way owned or controlled by B-S-H, Mr. Hummert said, and will continue its present functions after he leaves the agency.

A former newspaper and publicity man, coiner of the Liberty Loan slogan "Bonds or Bondage" which has been revived for use in World War II, Mr. Hummert joined Blackett and Sample in 1927 and soon became active in radio, pioneering especially in the field of the day-time serial. *Just Plain Bill*, which Mr. Hummert put on the air in 1932-1933, is still heard five times a week on NBC. In addition to his serials, Mr. Hummert also produces several musical shows, including the *American Album of Familiar Muic* which has been on the air since 1931.

Chrysler Agency

CHRYSLER SALES Division, Chrysler Corp., Detroit, has appointed McCann-Erickson, Detroit, as its advertising agency, and is preparing a campaign keyed to its activities in the field of war products. Division formerly placed its advertising business direct. No radio has been announced in connection with the forthcoming campaign. Parent company is the sponsor of *Major Bowes' Amateurs*, a CBS institutional show handled through Ruthrauff & Ryan, Chrysler agency for the Dodge Division. N. W. Ayer & Son recently acquired the Plymouth Motor Division account.

B & W Returns

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), on Sept. 14 will sponsor Red Skelton's return to the air on a 13-week contract, replacing its summer show, *Beat the Band*, with Hildegarde, at the same time period, 10:30 p.m. Tuesdays on NBC. Effective Sept. 15, Hildegarde will be featured by the sponsor in the time period now occupied by Tommy Dorsey, 8:30-9:00 p.m., Wednesdays on NBC. Russel M. Seeds, Chicago, is agency.

Hooked

AN URGENT request went from WCPO Cincinnati recently to Strauchen & McKin Adv., to "please get your client's catfish bait out of our office." It wasn't hard to understand WCPO's predicament, for 63 different baits for catfish had piled up after the sponsor of the *Cincinnati Sportlight* had made a single request for listeners to send in their pet recipe for catfish bait.

RKO EXPANDS PLANS IN THIRD FILM DRIVE

RKO Radio Pictures, New York, is following up its successful use of radio in connection with "Hitler's Children", "This Land is Mine", and other films [BROADCASTING, May 31, June 14] with an even more extensive campaign for "Behind the Rising Sun". Plan is to use recorded quarter-hour programs, recorded spots, and station breaks for about 10 days prior to the opening of the film in each area, following through with special "after opening" announcements once the picture is showing.

Film had its world premiere in Boston, Aug. 3. For the ten-day period preceding the opening, RKO sponsored a series of three recorded discs at varying times on the 21 outlets of the Yankee Network. Station breaks and recorded spot announcements were also used. Two of the discs consisted of dramas and brief interviews, including one with J. B. Powell, former editor of *China Weekly*, who lost both his feet as the result of Japanese tortures. Another disc presents interviews with James R. Young, author of the novel *Behind the Rising Sun*, and with Gwenn Dew, foreign correspondent for the *Detroit Press*, and author of *Prisoner of the Japs*.

Discs are being sent to other territories for placement in a plan similar to the Boston promotion on local stations. Film opens next in the Northwest area and moves back to the Mid-West, later shifting to Los Angeles. Time-purchasing will encompass small as well as key cities. Agency for RKO is Foote, Cone & Belding, New York.

PREVIEW OF FALL advertising plans occasioned this Hollywood conference of CBS promotional staff with Paul Hollister, visiting New York vice-president in charge of sales promotion. Idea-conceivers (l to r) are Jim Cantwell, West Coast art chief; Mr. Hollister; George L. Moskovics, Pacific Coast sales promotion manager, and Irvin Borders, West Coast copy chief.

Nunn in Air Project

CAPT. GILMORE NUNN, Lexington, Ky., part owner with Lindsey Nunn, his father, of three stations, is a partner in a group of four applying for a CAB permit to operate a feeder airline. The line would use helicopter and other aircraft to serve more than 100 cities and towns in Texas, Oklahoma, New Mexico and Kansas. Capt. Nunn is now overseas with the Priorities Division of the Army Transport Command. He has had extensive aeronautical experience. The Nunn stations are WLAP Lexington; WCMI Ashland, Ky.; KFDA Amarillo, Tex.

P & G Mystery Series

DEPARTING from "soap operas" as daytime fare, Procter & Gamble, Cincinnati, will sponsor a mystery show in the 2:45-3 p.m. period on 25 CBS outlets, having secured radio rights to the "Perry Mason" character featured in the novels of that name, by Earle Gardner. Aired in behalf of Camay and Ivory Flakes, series will replace CBS version of *Pepper Young's Family* in the Monday through Friday 2:45 p.m. period, the NBC *Pepper Young* program continuing as heretofore 3:30-3:45 p.m. Starting date has not been set. Agency is Pedlar & Ryan, New York.

Revlon on Blue

REVLON PRODUCTS will sponsor a series featuring Gertrude Lawrence in a half-hour program on the BLUE to promote a new face powder "Windmilled", and other cosmetics. Revlon will start the program Sept. 30, tentatively titled *Gertrude Lawrence's Guest House* in the Thursday, 10:30-11 p.m. period on the BLUE, reenacting excerpts from films and plays by the actors and actresses who played the leading roles. Agency is William H. Weintraub & Co., New York.

General Tire Series

DESCRIBED as the "biggest show originating from Boston" is *Thanks to America*, sponsored by the General Tire & Rubber Co., Akron, and heard over WNAC on Sundays from 5:30-6 p.m. Audiences of close to 1000 have attended each of the first two broadcasts which are part of the 26-week series saluting everything typically American. Broadcasts include stories of Americans on the home front and have as guest star some famous celebrity of stage or screen.

Northwest Group

FORMATION of Southwest Washington Broadcasters comprising KELA Centralia-Chehalis, KGY Olympia, and KXRO Aberdeen-Hoquiam was announced last week for the purpose of offering the three stations to national advertisers as a unit. Howard H. Wilson Co. has been appointed representative. The three stations are all members of Mutual-Don Lee. Schedules have been simplified and coordinated. A unified weekly program schedule has been developed.

"W-I-T-H GETS FULL AND COMPLETE CREDIT"

The Product: Phonograph records.

The Problem: Selling records without the usual tie-up of favorite recording artists to help push the sale.

The Solution: Spot announcements frequently throughout the day and night on Station W-I-T-H.

The Results: The demand for the records exceed the supply! The sponsor says, W-I-T-H GETS FULL AND COMPLETE CREDIT FOR PUTTING ACROSS A NEW PRODUCT IN AN EXTREMELY DIFFICULT MARKET.

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

Some National Accounts Now On W-I-T-H

Atlantic Refining Co.
Foodex
Ward's Bread
American Chicle
Jests
Medrex
Dr. Pierce
Seaboard Finance
Mercurex
Resinol
Stanback
Sunway Vitamins
Royal Crown Cola
Rem
Pepsi Cola
True Story
Supersuds
Bond Bread
Gold Medal Capsules

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

RADIO AND ADVERTISING executives dine in Chicago to celebrate inauguration of two programs on WMAQ, Chicago, sponsored by Kroger Grocery and Baking Co., Cincinnati. Seated (l to r): Oliver Morton, NBC spot and local sales manager; H. V. McNamara, general manager of the Chicago division, Krogers; Miss Helen Kennedy, radio director, Krogers; Jules Herbuveaux, NBC Central Division program manager; Harold Reade, Kroger produce operator. New programs are *Editor's Daughter* and *Linda's First Love*, daytime serials.

New Job Freeze Policy Puts Engineers in U. S. Control

BROADCAST engineers will have to be hired exclusively through the USES, and other radio personnel will be frozen solidly into their jobs when regional and local labor stabilization agreements are adjusted to comply with new instructions sent out over the weekend by the War Manpower Commission and Selective Service.

The radio engineers were included in a list of 149 occupations considered "critical" by the War Manpower Commission and called specifically to the attention of draft boards as hard to replace. No other radio personnel were included in the critical list, but radio's classification as an essential industry remains unchanged by the new developments.

How It Operates

In announcing the list of critical occupations, Paul V. McNutt, chief of the WMC, emphasized the announcement of the list of critical occupations does not modify or abrogate essential lists previously established. Explaining that all critical occupations were from the essential list, he said War Manpower wanted to inform draft boards of skills of which there was a shortage on a national scale. For inclusion on the list, he explained, the shortage must be such that it threatened to impede war production or essential supporting activity.

In three separate steps over the weekend, WMC established the new critical list; set up entirely new standards governing transfer of workers in their jobs; extended the non-deferable list of occupations and activities to force more manpower into essential industries and the armed forces.

Actually only a small number of radio technicians will be covered by the critical list, for the WMC has limited the term "Radio Engineer" to include only specially skilled men. Most radio technical people are considered as "Radio Broadcast Technicians", and although these people will still be on the essential list, they need not be hired through USES.

According to the critical list, engineers, both professional and technical, are:

"Persons actually engaged as engineers in the operating, research or teaching phases of these professions, who are qualified either by having met the educational requirements or because of long experience."

The *Dictionary of Occupational Titles*, used by USES, defines Radio Engineers as:

"An Electrical Engineer. Assumes full responsibility for the technical operation of a radio station in conformance with the regulations of the FCC: (1) maintains the operation of the radio station equipment: diagnoses the causes of the faults in the radio equipment that result in the station being inoperative, and repairs or adjusts the equipment to place the station back in operation (this requires a thorough knowledge of the behavior of the various pieces of equipment and constant study and research on the part of Radio Engineers); tunes transmitter so that it will operate at best efficiency. . . . (4) supervises the work of the Radio Operators and instruct them as to changes in operation necessary for efficient broadcasting."

In addition to the title "Radio Engineers", WMC has on its essential list, but not on its critical list, "Radio Broadcast Technicians" covering control room man, four grades of control supervisors, field engineer, radio operator and studio engineer.

Lawrence Apply, assistant to Mr. McNutt, told a radio and press conference Thursday that the WMC intended to meet the calls of the armed forces without cutting war production. He said the new program was closely tied with recent announcement of the imminent induction of fathers. He declared no man could any longer be free of responsibility in the war effort merely because he has children.

Everyone, including fathers, he said, must be in an essential job or in uniform. Mr. Apply implied that fathers going into essential jobs under this program would enjoy longer deferment from service, but he would not predict how many would be called.

Under the new stabilization policy outlined in a revised Regulation 7 issued at the same time, War Manpower virtually shut off all job switches in essential industries. The new regulations specifically defined the conditions under which an employer may issue certificates of availability, and under which workers might get certificates from USES. None of these allowed for ordinary switches to new or better-paid jobs.

Under the revised Regulation 7, employers may issue certificates to employes when: They are discharged or employment is terminated; when they are laid off for a period of seven or more days; when continuation would involve undue hardship; when wage or salary is below standards established by State or Federal Regulations, or below a level established by the War Labor Board and the employer has failed to adjust the wage in accordance with the level.

A statement of availability may be had from USES if the employer fails to supply one in any of the above cases, or if the employer has failed to comply with the stabilization agreement, if an individual is employed at less than full time or at a job which does not utilize his highest recognized skill for which there is a need in the war effort.

Essential Workers

The new Regulation 7 provides that an employe must be hired through the USES if he is on the list of critical occupations. The only radio personnel so listed is engineers. No radio personnel appears on the expanded non-essential list.

Other new employes who must be hired through USES are those whose last previous jobs have been in critical occupations; persons who have lived in the locality less than 30 days; persons who have been engaged in agriculture.

WMC declared that the stabilization agreements must prevent employers from advertising or soliciting individuals except under conditions of the stabilization plans. In most cases this would mean that help wanted ads would refer the employe to the USES for clearance.

In announcing the plan, WMC said it intended to force all skilled persons into a job where their skill would be most fully utilized. Persons having critical skills will be expected to get into critical jobs by Oct. 1, Mr. McNutt said, or lose any claim to Selective Service deferment.

This would mean that radio engineers now engaged in less skilled work might have to register with the USES and offer themselves for radio jobs.

Quick Action Seen

War Manpower also issued over the weekend a revised Regulation 4, delegating additional powers to regional officers in setting up stabilization plans. All of the weekend's orders from Washington represented statements of policy, and none of these actions become effective until adopted locally, which in most cases will be in a few days.

Maj. Gen. Lewis B. Hershey, director of Selective Service in two directives to draft boards informed his organization of the new program. He reminded boards that it was part of their responsibility to select for retention in the civilian economy an adequate supply of labor for production and supporting activities. He said, "agencies of the Selective Service system will give careful consideration to the fact that a registrant is engaged in war production or in support of the war effort." It is imperative that registrants on the critical list in war production or support of the war production be given grave consideration for deferment," he declared.

Porter To OES

PAUL A. PORTER, former Washington attorney for CBS, has been appointed to the Office of Economic Stabilization, as assistant to Judge Fred M. Vinson, the White House announced Friday. Mr. Porter had been with the Government since June, 1940, when he was named executive assistant to Chester Davis who at that time was serving on the National Defense Commission, directing national agricultural policy. Mr. Porter was later director of Rent Control for OPA, and more recently, deputy director of the War Food Administration.

Mr. Porter

Tyler Named

DR. I. KEITH TYLER has been assigned acting director of radio education for Ohio State U. Director of the radio division in Ohio State's Bureau of Educational Research, Dr. Tyler has been loaned for the coming year to get the new university-wide program under way. In his new post he will coordinate the activities of WOSU, university station; radio courses offered in the various departments; and the radio research conducted by the Bureau of Educational Research.

New Carter Show

CARTER PRODUCTS, New York, will replace *Inner Sanctum Mysteries* on the BLUE Sun., 8:30-9 p.m., with a musical show, starting Sept. 5. and bearing the title *Keepsakes*. New program will feature Dorothy Kirsten, soprano, and Mark Harrell, singer. Carter's Little Liver Pills will continue to be promoted in this period. Agency is Ted Bates Inc., N. Y.

Blue San Diego Shift

BLUE will shift its San Diego outlet effective Sept. 1 when KFMB becomes an affiliate, replacing KFSD. KFMB is operated by the Worcester Broadcasting Corp., with 250 watts on 1450 kc. KFSD operates with 1,000 watts on 600 kc. Airfan Radio Corp. Ltd. is the operator.

XUM

One-bay circular FM antenna—an exclusive G-E development—at W47NY, Muzak Corporation, N.Y.

To 144* broadcasters planning FM stations right after the war

No other manufacturer offers so much FM equipment and experience.

From helping you select the best transmitter site to providing a full line of FM equipment, from microphone to antenna, G.E. offers you complete service.

For instance, G.E. can supply its exclusive S-T relay equipment to bridge the gap between studio and transmitter without wires, enabling you to locate your station for maximum coverage, and your studio for maximum convenience.

General Electric has built more FM transmitters than any other manufacturer . . . more than a third of all stations.

General Electric is the only manufacturer that has built both FM transmitters and FM home receivers.

General Electric's line of FM equipment includes: Broadcast apparatus, studio equipment, police radio, military radio, complete S-T FM relay equipment, monitoring equipment, high-gain antennas, home receivers.

General Electric is the only manufacturer who offers a complete promotional plan and local promotional effort on the day your General Electric FM station opens its doors. In newspapers, over local radio, with publicity releases and through every General Electric dealer in your vicinity, the sale of FM home receivers is pushed in a determined drive to help you establish your station and FM in your area.

It's not too soon now to start detailed plans. We invite your inquiries. . . . Write to *Electronics Department, General Electric, Schenectady, New York.*

Tune in "THE WORLD TODAY" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday evenings listen to the G-E "Hour of Charm" over NBC network.

**According to a recent G-E survey of broadcasters.*

GENERAL ELECTRIC FM · TELEVISION · AM

160-87-8912

XUM

Proprietaries Top WABC's Earliest Fall Sponsor List

July Bookings 525% Ahead Of Last Year's Business

SHOWING a 525% increase over business signed in July, 1942, WABC, New York, this year established an all-time high (July high for future bookings) with 13 new bookings and six renewals previously unreported and signed before Aug. 1. The bookings were not only greater than any other July, but were the second all-time high for any month, the record having been attained in August, 1942, according to Arthur Hull Hayes, general manager.

"Never before have advertisers signed for fall campaigns so early," he said, attributing this in part to the desire of fall advertisers to obtain the best availablities by pushing forward their starting dates, and to greater activities in general among advertisers. With June business well ahead of June, 1942, and July and August schedules indicating an increase in billings over these months last year, Mr. Hayes predicted one of the best years in the station's history.

Proprietaries Lead

Advertisers in the proprietary field are outstanding in the list of those who have already reserved spots on WABC's fall and winter schedule. New accounts in this category, whose contracts go into effect between Aug. 10 and Oct. 12 include: Cocilana Inc., (cough drops), thru Al Paul Lefton Co.; Grove Labs., (vitamin products), thru Russel M. Seeds; Beaumont Labs., St. Louis (Four-Way Cold Tablets), thru Donahue & Coe; McKesson & Robbins Inc. (Calox, Bexel, Albolene), thru J. D. Tarcher & Co.; Vick Chemical Co., (Vapo-Rub, Vatronol), thru Morse International, and Wildroot Inc. (Cream Oil Formula), thru BBDO.

Food Sponsors

Food companies who have placed fall and winter business on WABC, New York, include: Dryden & Palmer Inc. (Gravy Master seasoning) thru Samuel C. Croot Co.; Pillsbury Flour Mills (Wheat Soy Rice Pancake Mix), thru McCann-Erickson Inc.; Sheffield Farms Co. (dairy products), thru N. W. Ayer & Sons and G. Washington Co. (broth), thru Cecil & Presbrey. In the wearing apparel field, Simon Ackerman, men's clothing store has signed for participations, starting Sept. 13, thru Ehrlick & Newirth, and Griffin Mfg. Co. has taken additional participations for shoe polish.

Bulova Watch Co., Griffin Mfg. Co., Interwoven Stocking Co., Kerr's Butter Scotch, Manhattan Soap Co., and Savings Bank of New York State, have all renewed.

RADIO SAVES RESORT SEASON

Disaster Threatened N. Y. Summer Hotels Until Radio Brought Capacity Bookings

A BUSINESS disaster, which could be averted only by carrying a message to the public with the utmost speed and effectiveness, has been turned aside this summer by a group of between 200 and 300 hotels in upstate New York, and the credit has been given mainly to radio advertising.

The radio experience not only resulted in capacity bookings for summer resorts which were facing one of the worst summer seasons in years—it also sold the smaller individual hotels on radio—medium the majority have been hesitant to use, according to Jack Steiner, account executive of Blackstone Co., New York, agency placing the business.

At least four or five hotel men, previously uninterested in radio, have already expressed their intention of buying time in the future, after seeing their problems solved by radio.

Transportation Problem

The assignment, in brief, was to tell the people of New York that, reports to the contrary, they *could* get to Sullivan County in the Catskill Mountains for week-ends or longer vacations. Hotel clientele in this region was dropping to a dangerously low level as the result of an over-taxed transportation system.

Contributing factors included a 50% reduction in bus service between railroad stations and hotels, an over-crowding of trains, aggravated by the fact that 80% of the guests were accustomed to travel to the Catskills by motor. In consequence, reports were circulating that hundreds were unable to reach or return from the hotels once they had started out.

Securing additional buses from the local school systems, the hotels, in cooperation with the railroad, set up a new and better route between New York and the resort region. The next step was to publicize the route without further delay, as the summer season was already well under way. Realizing that newspapers alone could not do the quick job needed, the hotels decided to throw the bulk of their advertising into radio.

Cooperating in the project were two major hotel associations and several hundred hotels, including about 25 large establishments. Each contributed to the advertising appropriation in proportion to number of rooms and prices.

About eight major stations in New York were chosen to get the message across. Popular tunes with a theme tying in with the vacation spirit were combined with live commercials in a five-minute program aired about 70 times weekly on all stations for a three-week period from June 25 through July 14. Listeners were given specific instructions on how to reach the hotels by train and bus.

Testifying to the effectiveness of the drive, 8,500 additional guests arrived at the hotels via the new radio-publicized route one week after the schedule had been under way. Vacationers continued to flock to the Catskills in unprecedented numbers, filling the hotels to capacity. With advance bookings indicating plenty of business for the remainder of the season, the radio schedule was discontinued.

Wene Seeks Control

APPLICATION was filed with the FCC last week to permit Rep. Elmer H. Wene (D-N. J.) to acquire control of WTTM Trenton, through purchase of 43⅛ shares of stock from A. Harry Zoog, station manager. Congressman Wene is president of the Trent Broadcasting Corp., licensee of the station. He is the owner of WSNJ, Bridgeton, N. J., and holds a minority interest in WFPG, Atlantic City.

WJZ Transmitter Site

WJZ New York, will start construction of its transmitter at Lodi, N. J., Aug. 18, and expects to complete building of the transmitter and reconstruction of its 640-foot tower within the next four months. Mark Woods, BLUE president, will officially break ground at the new location. Transmitter is being moved from present site at Boundbrook, N. J., to make way for erection there of a short-wave transmitter by the Office of War Information.

Sunspot Trouble

SUDDEN ACTIVITY of sunspots, beginning Aug. 5, created atmosphere disturbances which resulted in a complete wash-out of several incoming shortwave network programs and sporadic periods of poor receptivity all around. Condition continued for almost a week, with activity most intense over the weekend, Aug. 7 and 8. Disturbance had subsided by last Thursday, Aug. 12.

Lt. Garey Missing

LT. JOHN H. GAREY, former guide on NBC's guest relations staff was reported missing after his plane failed to return from a mission over Hanover, Germany, on July 26, according to word received by his parents, Mr. and Mrs. John Garey, of Montclair, N. J.

RAYMOND CLAPPER has returned to London, and now broadcasts his commentaries on Mutual from that city. He was recently stationed in North Africa, and took off from there to witness the first bombing of Rome.

KAER AND NEVIN HEAD GE DIVISIONS

NEW MANAGERS of the receiver and tube divisions of General Electric's Electronic department are respectively I. J. Kaer and G. W. Nevin, according to Dr. W. R. G. Baker, vice-president in charge of the department.

Mr. Kaer was formerly managing engineer of the receiver division and has had considerable experience in the development of various phases of radio since he joined General Electric as a student engineer in 1924.

Mr. Nevin, new manager of the tube division, has had considerable experience with the accounting department of General Electric, and prior to his present appointment was chairman of the management committee of the tube division.

Four Join BLUE

THREE additional 250-watt stations join the BLUE within the next 30 days bringing the total number of affiliates to 163. Effective Aug. 23, WBML, Macon, Ga., joins the network as a supplementary station, and WGCM, Gulfport, Miss., becomes an affiliate on a similar basis Sept. 19. WTRC, Elkhart, Ind., becomes affiliated with the BLUE as a basic supplementary station Aug. 30. WSBA, York, Pa., joins the BLUE Aug. 16. It operates with 1,000 w daytime.

FTC-Nestles Truce

CLOSING of a case against Nestles Milk Products, New York, over advertising for Nescafe, powdered coffee extract, was announced by the Federal Trade Commission last week. FTC said the action was discontinued without prejudice to reopening if facts should warrant, after Nestles agreed to insert in advertising for the product information disclosing the proportion of added carbohydrates it contained.

Graduates Placed

GRADUATES from WEEI Boston Second School for Announcers to receive recent placement are: Douglas Oliver, to WLAW Lawrence, Mass.; Louis J. Rocke, to WGAN Portland, Me.; and Theodore B. Beebe, to WKNE Keene, N. H. School is directed by Arthur F. Edes, radio director at Emerson College and Raymond G. Girardin, WEEI production manager.

Not the Only One

EDITOR, BROADCASTING:

We note on page 51 of the Aug. 2, 1943 issue of BROADCASTING a picture of Miss Lois Beckham, who is claimed to be the only girl transmitter operator of a 50 kw station in the country.

We respectfully beg to differ with this statement. For over a year KSL's 50 kw transmitter near Salt Air, Utah has had a girl operator, Opal Cummins Stroh, 23, of Salt Lake City, Utah. In addition to the first class radio telephone license which she holds, Mrs. Stroh possesses a BS degree in electrical engineering, University of Utah 1939, and does a double duty as an assistant to the chief engineer as well as transmitter operator.

EUGENE G. PACK
Technical Director

Aug. 5, 1943

What's going on here?

A one-minute announcement. That's all.

That's all—except *Showmanship*. Showmanship, in terms of *music*.

Music that makes you think Hedy Lamour just whistled at you.

All that skill and effort, to make one-minute come ALIVE, is just WBBM's professional way of broadcasting. Real showmanship means not only the kind of oomph you put behind a solid hour of big name talent. It means doing *everything* as dramatically as it can be done.

So this is not the usual phonograph record announcement hopper. WBBM audiences deserve better. We built as good a show as we know how (we call it *Gold Coast Rhythms*), put the announcements between superb live musical numbers by a top Chicago orchestra. And the result is that, every day, *almost every third person among all Chicago's radio-available people listen to WBBM* at 2:30 every afternoon—to Gold Coast Rhythms. To spot announcements that stand up and shout—because we planned it that way!

This attitude of making every minute count richly... of loving every listener like a millionaire aunt... of making *showmanship* an active verb, with muscles... it works! It explains why WBBM has been the most bought-out station in Chicago for eighteen straight years!

That's what goes on here—all the time.

Showmanship

MAKES EVERY MINUTE COUNT!

WBBM

CHICAGO'S
Showmanship Station
50,000 watts · 780 kc.
Columbia Owned

CBS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Flamm Sues to Halt WMCA Sale

(*Continued from Page 7*)

frauding your deponent into thinking that defendant would be able to take his wavelength from him by political power."

Recently learning these facts, Mr. Flamm states, he retained Handelman & Ives to represent him in an action for rescission of the sale to Mr. Noble. They conferred with Mr. Noble's attorney, Mr. Flamm states, and a settlement was in the making when Mr. Noble purchased the BLUE network and started negotiations with other persons for the sale of WMCA. If such a sale were made, Mr. Flamm declares, he "would be relegated to merely pecuniary damages" which could not restore WMCA to his ownership.

The injunction cannot injure Mr. Noble, Mr. Flamm points out, since he is "ready, willing and able" to return to Mr. Noble the sum paid for WMCA.

Finder's Commission

Mr. Noble, in his affidavit asking that an injunction be denied, says that he learned that WMCA was for sale in October, 1940 from E. H. Rollins & Co., to whom he paid a finder's commission of $42,500. The following month, he says, he retained Dempsey & Koplovitz, Washington attorneys, to purchase the station for him, with instructions not to disclose his name until an agreement had been reached. He first met Mr. Flamm after his final offer of $850,000 had been accepted, he says.

Denying that he "ever knew that Flamm had any actual opportunity for the sale of the station at any comparable price prior to his sale to me," Mr. Noble avers that "in every respect the contract was favorable for Flamm. On the basis of the 1940 earnings of $28,000, as he reported them to the FCC, a price of $850,000, more than 30 times earnings, was a generous price, one which could be justified from my point of view only by my belief that by proper management I could largely increase these earnings."

He further states that the WMCA earnings were around $100,000 for the first half of 1943, a rate of increase of over 500%, and "WMCA has progressed from being a station under heavy official criticism to being the radio outlet for *The New York Times* hourly newscasts, with a completely changed character of its public service, news and entertainment programs."

Denying that "I either gave or promised Roberts or Shaw any compensation or promise of employment," Mr. Noble said, "neither are in my employ today. I deny that they or either of them were asked to plant in the plaintiff's mind prospects of my taking his license away."

Stating that the necessity of his selling WMCA now "seems to have suggested to Flamm the opportunity to catch a bargain," Mr. Noble denies any negotiations with Mr. Flamm or his attorneys "prior to the service of this summons" on Wednesday. The claim for rescission cannot be put forward seriously after a delay of nearly three years, he declares, asking that the motion for a preliminary injunction be denied.

Charges Double Cross

Messrs. Shaw, Roberts and Curtiss, Mr. Roberts relates, agreed that their cut was to be 10% of the stock and executive positions at WMCA, with Mr. Shaw as president, but "Curtiss made a separate deal with Noble, doublecrossing both Shaw and myself." Mr. Curtiss said that the negotiations with Flamm would be handled by Dempsey & Koplovitz, "as we have no intention of paying Flamm's asking price of $1,200,000." A few days later, Mr. Roberts states, Mr. Flamm told him that these attorneys had offered him $750,000 telling him that "the buyer was a very influential person whose name they did not wish to disclose and that Mr. Flamm could either sell it at that price or they would apply for and take away his license."

Mr. Roberts' deposition continues that one day Mr. Noble's attorneys told him they were going to close the deal that night and the next day Mr. Flamm told him they had raised their offer to $850,000, but still refused to divulge the identity of the buyer. "Flamm, without question, was panic-stricken," he says. That afternoon, after conferring with Mr. Koplovitz, Mr. Flamm called several WMCA executives into his office and announced: "I want you all to hear this. I'm going to sell my station, but I want to state that I don't want to and I am only doing it under duress."

In a statement issued last Friday, Mr. Noble said that the suit concerns only WMCA and in no way affects the BLUE network. "Incidentally," he added, "I was asked by representatives of the plaintiff, shortly before today's motion was heard, to give my consent for a withdrawal of the suit. This I refused to do and asked instead that the suit be expedited."

CONGRESS PROBE THREATENS OWI

A THREAT to investigate OWI was issued last week by Rep. Ditter (R-Pa.) chairman of the Republican Congressional Committee who charged that OWI "had violated the probation on which it was placed by Congress last June."

Mr. Ditter was inspired by an attack leveled last week on the OWI Radio Bureau by Fulton Lewis jr., who asserted on two broadcasts that OWI was forcing radio stations to propagandize the public. The Lewis case was directed against a Radio Bureau fact sheet on "The Atlantic Charter."

Mr. Lewis asserted in his broadcast that the fact sheet contained false information, particularly that it implied that the Atlantic Charter had been formally ratified by the United Nations.

The commentator said OWI falsely represented that the Atlantic Charter guaranteed every man in every country freedom from want and fear.

Don Lee Rebukes Political Pressure

Weiss Asserts Democrats Threaten Lewis Sponsor

HURLING charges of "brazen and unprecedented," as well as "threats to free speech," Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, rebuked the Los Angeles County Democratic Central Committee on August 11 for two communications sent him concerning broadcasts critical of New Deal agencies. Mr. Weiss declared that the communications constituted an attempt to intimidate broadcasters who "do not happen to hold the same political beliefs" as the Democrats.

First communication received from George Myers, Committee secretary, it was said, contained a resolution which stated that "a condition exists in the broadcasting industry by which a large number of commentators are expressing views diametrically opposed to the ideals and aims of the Democratic Party and its leader, President Franklin D. Roosevelt." Resolution set forth that such broadcasts were made possible by sponsors who are able to purchase "best times on the strongest stations," and that the Committee was determined to set up an agency to disseminate information concerning the names of commentators unfavorable to the Democratic Party.

Second Letters

Second communication, received a few days later by Mr. Weiss, was reported to have contained an enclosure addressed to sponsors of Fulton Lewis jr. and which asserted that the commentator had been making misstatements and contended that his sponsors should share responsibility for the errors. Letter to the sponsors asserted concluded with statement that "further we feel that your concurrence will indicate your company merits our support."

Mr. Weiss, in a letter addressed to the Committee, said in part: "Upon receipt of the letter to the sponsors, I became aware of the device that your committee evidently intends to employ by intimidating, if you can, all personalities on the air who do not happen to hold the same political beliefs that you do. I need hardly point out to you how undemocratic and even brazen, the implications of your communications are, and do not believe that it would redound to the credit of your Committee if I were to expose the threats of free speech contained in them."

Fly Declares Cox Inquiry a 'Washout' During Press Conference in New York

CHARACTERIZING the House select committee investigation of the FCC as "strong-armed" and "a wash-out", FCC Chairman James Lawrence Fly charged last week in New York "that the committee is trying the FCC in the newspapers and not in an orderly manner so that both sides could be heard."

Mr. Fly, who said "he was just passing through New York," appeared at a special news conference arranged by the FCC late last Friday afternoon at the Hotel New Yorker. "The House Committee to date has proved nothing," he said, "and they will never be able to prove the charges against the FCC that they announced in advance." Mr. Fly trotted out his oft-repeated charges about "star-chamber" proceedings, and the Cox-WALB, Albany, Ga., $2,500 check transaction and reviewed his version of the origin of the investigation.

"These hearings differ from other Congressional hearings in that they have sunk to the lowest ethical level", Mr. Fly said.

In reply to the statement made earlier in the day by Robert K. Richards, executive assistant to J. H. Ryan of the Office of Censorship, that broadcasters live in "holy fear" of the FCC, Mr. Fly said that in his four years at the Commission no single station has lost its license because of program content.

With respect to Stafano Luotto, Italian language announcer who had been discharged from two foreign language stations as a result of the FCC pressure as testified by the two station operators, Mr. Fly said Luotto was an enemy alien, and that he has expressed misgivings to the Dyer brothers in Chicago about becoming a citizen or getting mixed up with a democracy. The chairman said that any station that allows an unamerican individual to use its facilities is not being operated in the public interest and therefore clearly falls within the jurisdiction of the FCC. He denied the committee allegation that the FCC had investigated only pro-fascists and not communists.

"The Congressional investigation of the FCC is having a discouraging and highly demoralizing effect on the FCC staff", he stated.

Attending the news conference were the following members of the FCC staff: James A. Guest, New York attorney; Charles Denny, general counsel; Nathan David, assistant general counsel; Leonard Marks, attorney, and Earl Minderman, director of information.

Denver Delivers

THE extent to which the rich, abundant resources of the Denver area are supplying the encyclopedic needs of total war is truly astonishing.

Colorado agriculture is delivering a wide diversity of crops—vegetables, fruits, sugar beets, grains, cattle and sheep—getting in return 48% more dollars through June of this year than in the same period last year.

Manufacturing and mining operations have been so vastly expanded that one firm alone today turns out more dollar volume in one month than the entire state in any pre-war year.

Workers are making these things happen in Colorado. They're making sales good, too . . . 22% better during the first half of 1943. Yes, the Denver area delivers food, steel, minerals, and sales . . . enough of the latter to rank 20th in the U. S. last year.

Let KLZ deliver your sales message in this market and this market will deliver sales to you.

FOOD

SUGAR BEETS from Colorado farms supply both sweetening for your coffee and valuable cattle feed. In midsummer, Denver was the nation's largest vegetable shipping center according to the U. S. Department of Agriculture.

STEEL

"PITTSBURGH OF THE ROCKIES" is what Pueblo has been called these many years. Expanded, and working at break-neck speed, the Colorado Fuel & Iron Corp. is one of many Colorado firms flying the Army-Navy "E".

KLZ

DENVER MARKET

CBS • 560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

MINERALS

400 BILLION TONS OF COAL are still unmined in Colorado, the nation's largest known coal reserves. It ranked ninth in tonnage mined in 1940. Colorado ranks first, too, in production of molybdenum and vanadium.

SALES

MORE WORKERS with multiplied needs and wants, and earning more money, have hiked Colorado sales to all-time highs, buying War Bonds the while to keep Colorado consistently at or near the top, percentage-wise, among 48 states.

Vetter Files Suit In WFTL Transfer

Holds Sale Would Violate His Contract of Employment

SUIT TO ENJOIN the sale of WFTL, Ft. Lauderdale, Fla., by Ralph A. Horton to the Fort Industry Co. for $275,000 has been filed in the Circuit Court in Miami by Stephen A. Vetter, WFTL general manager and former commercial manager of WIOD, Miami. Application for transfer of the station to Fort Industry, headed by Lt. Com. George A. Storer, USNR, has been pending before the FCC since April.

According to reports published in Miami newspapers, Mr. Vetter held that sale of the property as proposed would violate provisions of a contract under which he was employed by WFTL. Named defendant with Mr. Horton was Carl T. Hoffman, Miami attorney, who, Mr. Vetter claimed, obtained an interest in WFTL through financing operations which made it possible for Mr. Horton to install new equipment and increase power from 250 watts to 10,000 watts with a shift in frequency from 1400 kc to 710 kc.

Contract Provisions

Mr. Vetter charged that the contract on which the suit was based was executed between himself and Messrs. Horton and Hoffman last December. Mr. Vetter was to receive a $6,000 a year salary and a percentage of gross revenue provided it attained a minimum of $125,000 within two years. The contract was said to be for five years.

He contended further that a new company was to be set up under which Mr. Horton was to get 928 of 1600 shares to be issued; Hoffman 512 shares and Vetter 160 shares. Mr. Vetter claimed that he was "well on the way" toward attaining the minimum gross required under his contract, but that the new corporation was not organized. He declared that Mr. Horton's contract to sell WFTL to Fort Industry Co., reached on April 15, carried a proviso covering settlement of the contract made by Mr. Horton with Mr. Vetter.

WOKO Postponement

POSTPONEMENT until Sept. 20 of the hearing on renewal of license of WOKO Albany, N. Y., was authorized August 10 by the FCC in granting a petition of the station. The hearing was to have continued that day. Renewal proceedings involve purported undisclosed ownership of one-fourth interest in WOKO by Sam Pickard, former member of the Federal Radio Commission, afterward vice president of CBS. Mr. Pickard had announced sale of his 24% interest in the station to Monroe M. Redden, Hendersonville, N. C. attorney, for $75,000 [BROADCASTING, July 12].

CANS LISTENER'S CORN—FOR FEE

WCHS Charleston, W. Va., Going to Town With Pressure Cooker To Aid Victory Gardeners

WCHS Canning Center, Howard Chernoff, Prop.

EDITOR, BROADCASTING:

Here is a shot taken at the WCHS Canning Center, where we're just canning the hell out of everything in sight these days. At the left is our 100-quart pressure cooker. We invite listeners to bring their Victory Garden produce to the station where we can it for 2c per pint, 3c per quart, 5c per gallon. You can see that it's very profitable! Yeah! But I dare say we're the only radio station in the country offering this public service and we're getting plenty of comment on it.

All canning is done under supervision of home economics experts (paid by the county farm agent's office). Only requirement is that you bring your produce washed and cleaned, ready to can. Photo shows me inspecting a jar of string beans. I look as though I know what it's all about, but I don't.

Biggest customer we have had was a man who brought in 70 dozen corn, the produce of a quarter of an acre. Dizziest customer was a man who brought in stuff from his own Victory Garden and insisted on canning it himself. Said he had grown it without help from his wife and he could can it without her help, too.

Needless to say, we broadcast from the canning center, which is duck soup for us since it's located in our own building. Incidentally, the idea for this shindig arose from the fact that we figured many people didn't have time, patience, knowledge or equipment to do their own canning. Equipment is plenty tough to buy these days. Try and get a pressure cooker!

HOWARD L. CHERNOFF,
Managing Director, West Virginia Network

New CBS War Program

NORMAN CORWIN will produce and direct, and Ranald MacDougall will write a new CBS weekly series titled *Passport for Adams*, scheduled to start Oct. 17 in the Tuesday 10-10:30 p.m. period. Program will center around the observations of the correspondent for a small town paper as he travels around United Nations countries on assignment. Program will be based on authentic material gathered by special CBS correspondents, from U. S. Army files in Hollywood and from the United Nations Information Bureau. Series is an outgrowth of a suggestion from the OWI for a program contributing to a better understanding in this country of the people of the United Nations.

FANS of WLW stars will have to go without photos of their favorites, the station has announced. Because of the shortage of photographic materials WLW has stopped mailing out pictures for the duration.

Moore-Gaxton on C&S

STANDARD BRANDS, Inc., New York (coffee), after a 13-week summer layoff, on Sept. 5 resumes the weekly half-hour *Chase & Sanborn Show* on 132 NBC stations, Sunday, 8-8:30 p.m. (EWT), with transcribed repeat on KGU, Honolulu, Sunday, 5:30-6 p.m. (HWT). Besides Edgar Bergen with his wooden Charlie McCarthy and Mortimer Snerd, the program will continue to feature Dale Evans, vocalist, and Ray Noble's orchestra as well as guest talent. Victor Moore and Billy Gaxton, film comedy team, has been signed to a 13-week contract. Bill Goodwin has been made m.c.-announcer. Joe Bigelow continues as chief writer with Bob Mosher and Joe Connelly as collaborators. Antony Stanford is Hollywood producer of J. Walter Thompson Co., agency servicing account. As a summer replacement for the *Chase & Sanborn Show*, Standard Brands currently is sponsoring a weekly musical program, *Paul Whiteman Presents*, on NBC stations.

COSGROVE TO HEAD RMA POSTWAR UNIT

R. C. COSGROVE, vice president and general manager of the Crosley Corp., Cincinnati, has been named chairman of the special RMA committee on postwar problems, RMA President P. V. Galvin announced last week. Mr. Cosgrove is also chairman of the RMA Set Division.

The RMA planning committee will work with a similar committee from IRE. Subcommittees of the two groups will consider liaison with government and industry agencies; promotion and advertising; distribution problems; war contract termination and inventory disposal; reemployment and labor relations; market analysis; patents and licensing; export markets; government owned plants.

Serving with Mr. Cosgrove on the RMA committee are: W. R. G. Baker, General Electric Co., Bridgeport, Conn.; M. F. Balcom, Sylvania Electric Products, Emporia, Pa.; John Ballantyne, Philco Corp., Philadelphia; H. C. Bonfig, RCA Victor, Camden, N. J.; Walter Evans, Westinghouse Electric & Mfg. Co., Baltimore; A. H. Gardner, Colonial Radio Corp., Buffalo; Leslie F. Muter, Muter Co., Chicago; J. J. Nance, Zenith Radio Corp., Chicago; E. A. Nicholas, Farnsworth Television & Radio Corp., Ft. Wayne; Russ D. Siragusa, Continental Radio & Television Corp., Chicago; Ray F. Sparrow, P. R. Mallory, Indianapolis; A. S. Wells, Wells-Gardner, Chicago.

N. Y. Tolerance Series

A SERIES of daily programs on the theme of tolerance, was announced by Mayor F. H. LaGuardia, of New York, in his broadcast, Sunday, Aug. 8 on WNYC, New York's municipal station. A committee of local citizens, appointed by the Mayor and including Quincy Howe, CBS commentator, is responsible for the arrangement. On each day until Sept. 11 at least one radio station in the city will carry a program aimed at promoting tolerance of religious creeds, unity between native and foreign born, and minimizing racial differences. Mrs. Franklin D. Roosevelt was to inaugurate the series with a talk on WEAF, New York, on Sunday. In line with the plan to devote some of the programs almost entirely to music, Albert Spaulding, violinist, will give a concert on WOR, Tuesday. The next day WHN will carry a round-table discussion, featuring Pearl Buck, author; George Hamilton Coombes, WHN commentator, and Sid Walton. Among those who will take part in the series which will include dramatic sketches, as well as musical and discussion programs, are: H. V. Kaltenborn, NBC, Clifton Fadiman, NBC, Carl Van Doren, CBS, Bessie Beatty, WOR, and Mary Margaret McBride, WEAF.

PETER HAND BREWERY Co., Chicago, on Aug. 2 replaced the thrice-weekly evening quarter-hour mystery drama, *Green Joker*, with a new dramatic series, *Police Headquarters*, at the same time, on WIND, Gary, Ind. Contract, which is for 26 weeks, was placed by Mitchell-Faust Adv. Co., Chicago.

XUM

No mere play-on-words is the phrase, "Westinghouse Response Ability." Rather, it is an attempt to gauge (and label) that elusive quality which any radio station, or group of radio stations, must have to stay in business. It means the way millions of listeners respond to Westinghouse programs on a day-to-day basis . . . by writing to tell us how much they enjoy a certain program, by buying War Bonds as Westinghouse has urged, by asking for a box of tooth-powder or a can of soup by name, because a Westinghouse announcer has asked them to do just that. Turning a radio dial is such a voluntary motion, Westinghouse is gratified to be invited into so many worth-while homes . . . is glad to offer Westinghouse Response Ability to so many sagacious advertisers.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Bailing Out Over Burma, Sevareid Waits Rescue

ERIC SEVAREID, CBS correspondent, was among the surviving passengers and crew of a disabled transport plane to parachute to safety Aug. 2, while en route from New Delhi, India, to Chungking. Mr. Sevareid bailed out with 18 others, when engine trouble developed over the northern Burma jungle.

Eric Sevareid

The party was stranded 100 miles from the nearest Allied base. Mr. Sevareid was reported safe.

ENGAGING in some slight-of-hand tactics are Carl E. George (right), recently elected director of the Cleveland Advertising Club, and now director of operations at WGAR Cleveland, and Stuart Cramer, Mr. George's campaign manager. Mr. Cramer is known locally as an amateur magician.

WQAM Miami Is Permitted to Raise Day Power; Other 'Freeze' Decisions

CULMINATING a 5-year quest, WQAM Miami, last Tuesday was authorized by the FCC to increase daytime power from 1,000 w to 5,000 w on 560 kc, and will continue to use 1,000 w night. The grant, a rarity these days, was conditioned upon protection against blanketing or other interference which, if not adjusted, would result in a return to WQAM's former operating power. Engineering tests, however, have indicated that adequate protection will be afforded.

Other FCC Actions

Simultaneously, the FCC announced several other actions on station applications contingent upon the April 27, 1942 "freeze order." These were:

Adopted Proposed Findings of Fact and Conclusions denying the application of WAAT Jersey City, to increase power from 1,000 to 5,000 w on 970 kc, which it now uses with 1,000 w full time. The station sought authority to install a new transmitter and make changes in its directional antenna system. The Commission's action was based on the April 27 freeze order regarding use of critical materials during the war.

Adopted Proposed Findings of Fact and Conclusions denying the application of WFLA Tampa, seeking an increase in power from 1,000 to 5,000 w nighttime with changes in its directional antenna. WFLA operates on 970 kc with 5,000 w day and 1,000 w night with directional antenna. This proposed denial also was based on the freeze order.

Granted WSLS Roanoke, Va., modification of license to change frequency from 1490 kc to 1240 kc using 250 w power. This was in compliance with the Sept. 22 modification of the freeze order allowing frequency shifts where crystal changes only are involved.

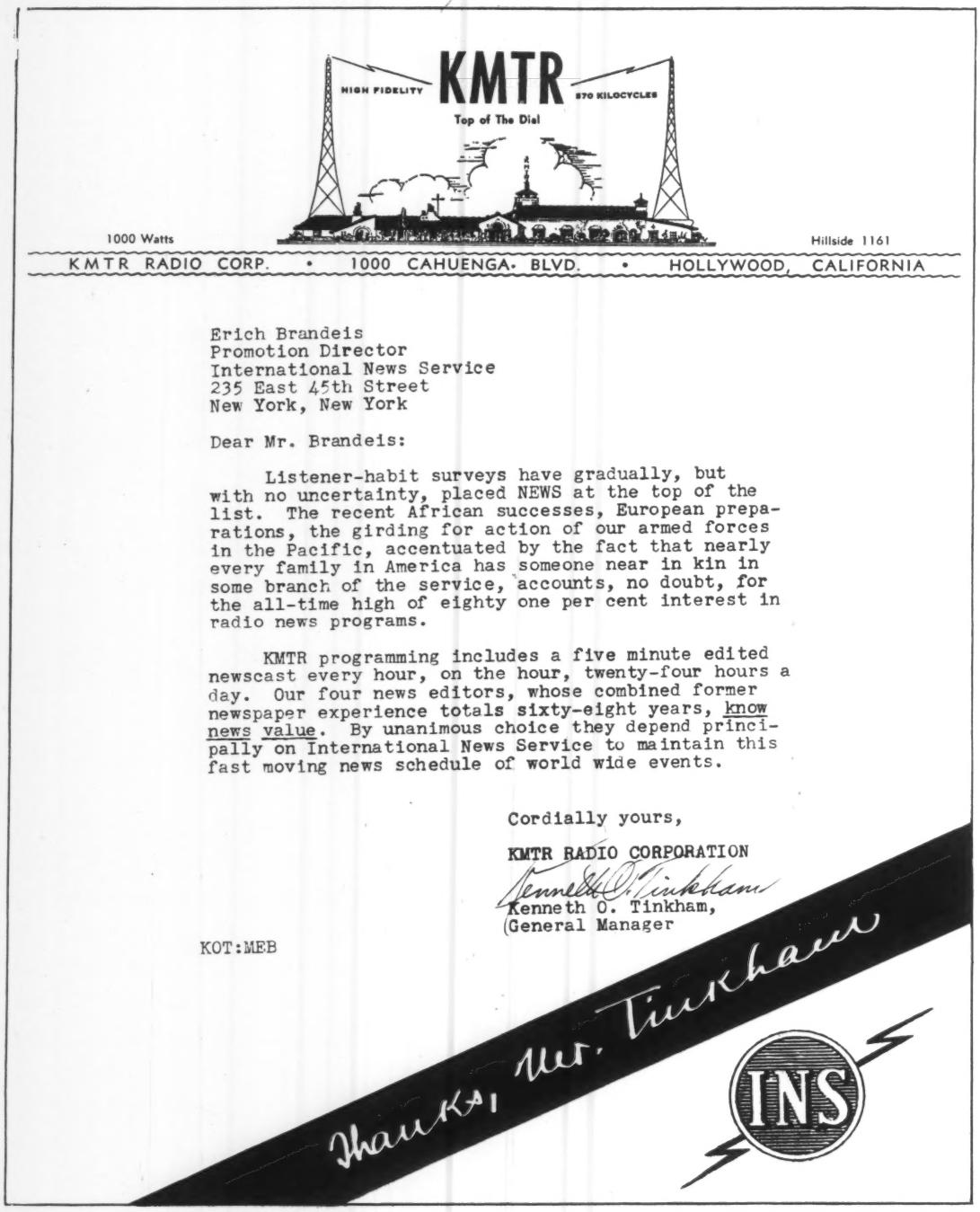
Granted WABY Albany, N. Y. construction permit to install a new 250 w transmitter subject to a decision pending on its application for renewal of license. This was granted on a "maintenance job basis" since installation of the new transmitter would call for less critical material than repairing the old one.

Denied the application of KWSC Pullman, Wash., educational station, to modify the freeze policy to permit the station to operate full time on 1030 kc with 5,000 w. The denial was based on pendency of competitive applications for 1030 kc.

In announcing the WQAM grant, the Commission said it had adopted a decision and order modifying a construction permit granted Dec. 9, 1941, to WQAM so as to permit utilization of the present transmitter site and antenna with 5,000 w daytime, subject to the specified engineering conditions. Nighttime power of 5,000 w for the station is not permissible at the station's present site, because of air line and military activities in the Miami area and the low frequency (560 kc) involved.

Newark Ruling

DENIAL of the application of Newark Broadcasting Corp. for a new station in Newark was "without prejudice" to refiling of the application when wartime restrictions are relaxed, the FCC announced last Tuesday. The Commission on Aug. 7 adopted an order denying the application for assignment on 620 kc with 5,000 watts fulltime because of the April 27, 1942 "freeze order".


KMTR
HIGH FIDELITY
570 KILOCYCLES
Top of The Dial
1000 Watts
Hillside 1161
KMTR RADIO CORP. • 1000 CAHUENGA BLVD. • HOLLYWOOD, CALIFORNIA
Erich Brandeis
Promotion Director
International News Service
235 East 45th Street
New York, New York
Dear Mr. Brandeis:
Listener-habit surveys have gradually, but with no uncertainty, placed NEWS at the top of the list. The recent African successes, European preparations, the girding for action of our armed forces in the Pacific, accentuated by the fact that nearly every family in America has someone near in kin in some branch of the service, accounts, no doubt, for the all-time high of eighty one per cent interest in radio news programs.
KMTR programming includes a five minute edited newscast every hour, on the hour, twenty-four hours a day. Our four news editors, whose combined former newspaper experience totals sixty-eight years, know news value. By unanimous choice they depend principally on International News Service to maintain this fast moving news schedule of world wide events.
Cordially yours,
KMTR RADIO CORPORATION
Kenneth O. Tinkham,
(General Manager
KOT:MEB
Thanks, Mr. Tinkham
INS

CLEVELAND'S WIDE-AWAKEST STATION

or

Some reasons why Cleveland retailers use WHK more than any other leading station

Required reading in Cleveland is WHK's sprightly daily newspaper column that's building up the station audience like mad.

Painted bulletins, car cards, car dashes and news posters keep Clevelanders constantly reminded of their favorite up-and-coming station—WHK.

The "Tiny Tabloid," mighty midget newspaper of WHK happenings, is distributed daily on the street cars and buses of this war-worker's paradise.

Product promotion . . . personal calls and mailings to buyers and jobbers and dealers are only *part* of the service performed for sponsors by WHK's aggressive, hard-hitting merchandising department.

No Wonder

WHK

is

"Retailers' Choice in Cleveland"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland, WHKC, Columbus

Merchandising & Promotion

Ship's News—Bets Laval—Bared—Four R's
News to Movie—All Day Picnic

AIRPLANE equivalent of the ship's news letter was distributed to passengers of Northeast Airlines during a Boston - Canada flight last week through an arrangement between the airline, Esso Marketers, and WBZ, Boston. Newspaper delivered to air travelers Aug. 9 was the first edition of *The Minute Man*, a bulletin of the latest news as prepared from UP dispatches for the *Esso Reporter* program on WBZ, and teletyped from the station to the airport just before flight time. Agency for Esso Marketers and Colonial Beacon radio promotion is Marschalk & Pratt & Co., New York.

* * *

New York's Idea

MUTUAL has isued a promotional piece in the form of an illustrated map showing "A New Yorker's Idea of a Radio Network." Map appeared originally as an ad in the *Herald Tribune*. It has been issued in a form suitable for hanging at home or office. Accompanying folder contains an accurate map of the Mutual network.

He Bet Laval

B. F. GOODRICH Co., New York, used a quarter-page in the Aug. 5 issue of the *New York Times* to promote its CBS program featuring Joseph C. Harsch. Photo of the commentator appeared under the headline: "He bet Pierre Laval 100 francs the Axis would lose." Sponsor purchases space from time to time in various parts of the country, to promote the program, but does not maintain any regular schedule. Agency is BBDO, N. Y.

* * *

Bared

THROWING off the camouflage and getting down to bare facts is the definitely feminine theme used on an "eye appealing", novel folder introducing a recent CBS listening area report for WFBL, Syracuse.

Bonds Pledged

WAAT is sponsoring quest for a Miss New Jersey to enter in the Miss America Pageant to be held in Atlantic City in September. War plants in New Jersey have been invited to sponsor employes, pledging purchases of war bonds for each worker entered. One civic organization in Newark is sponsoring a girl with $100,000 of war bond purchases. Final winner will be chosen on August 23.

* * *

Loose Leaf

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has issued a new four-page, loose leaf catalog titled "Universal U. S. Army and Navy Specification Plugs and Jacks" for insertion in its regular catalog covers.

Now Four "R's"

TO THE THREE "R's" essential to education, WJR Detroit, adds a fourth for radio's place in education, in a promotional folder featuring its presentation of the CBS *School of the Air of the Americas*. Included are figures on the school's response to the program, and a map showing schooltowns in WJR's primary area. Folder stresses public service activities, adding "We know they aid our powers of penetration."

* * *

WHIO News To Movie

WHIO Dayton, Ohio, feeds important news bulletins from its newsroom, when received, to the projection booth of the Keith Theatre where they are put on the projection sound system so that all patrons of the movie house can hear the latest news. A credit line is given WHIO and the bulletins are handled independently of any air presentation.

* * *

Newspaper for Servicemen

FOUR PAGE tabloid monthly newspaper, *Sports Page of the Air*, is being sponsored and sent to all West Virginia servicemen by the Frankenberger store in Charleston, W. Va. Frankenberger sponsors a nightly program by the same title over WCHS Charleston and Sam Molen, who is editor of the program also edits the paper.

* * *

Victory Troup

WJZ New York, sent its "Victory Troup" of station talent to participate in the Yale bowl bond rally, held under the auspices of the New Haven Chamber of Commerce, July 28. It was the 130th performance for the WJZ troupers, who have banded together to furnish entertainment for war workers and promote the war effort.

* * *

All Day Picnic

FIRST all day picnic for the more than 10,000 registered members of WSAI Cincinnati, "Petticoat Party Line" broadcasts, will be held at Coney Island, Cincinnati amusement park, on August 19. Plans for the picnic are being made by Ruth Lyons, who directs the Partyline broadcasts.

* * *

New Booklet

WEEI Boston, has issued an attractive booklet to announce a new personality, Evelyn Howe, who is to m.c. the *Five O'Clock Follies* series, weekdays, over the Columbia station. The booklet, *And How!*, tells prospective buyers of spots why the addition of Miss Howe to the show will add listening appeal.

* * *

With Diagrams

PROMOTION folder used by KSD St. Louis, stressing the wide service area of the station, shows by diagram the distances to nearest other large stations. Advertising appeal emphasizes news and variety shows carrying hourly and large listener audience.

* * *

Affiliates Support

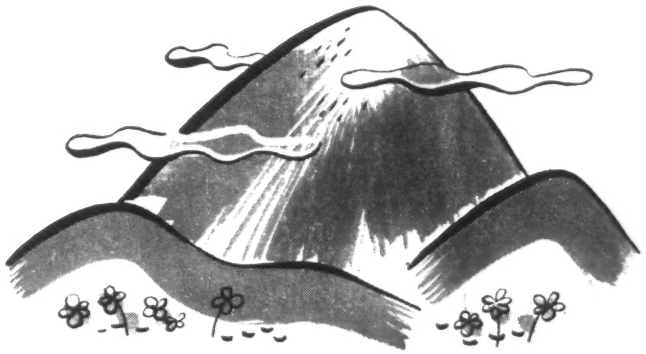
NEARLY 50 NBC stations have already indicated that they would broadcast *Your Radio Reporter*, a series of scripts on NBC programs and stars prepared by the network.

You can hustle, as many a manufacturer is doing, to secure radio coverage in big-wage, war-working Central New England. But if you attempt it from outside of Worcester, you try in vain. Coverage is missing until you are on the inside and have harnessed the "selling volts" of WTAG, Worcester.

The hand that turns the dial to WTAG — 580 — repeats a long standing Central New England habit. Today that habit is practised by an audience with a half billion dollar effective buying income. No wonder Worcester is a MUST market in Massachusetts.

Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the
Worcester Telegram-Gazette



In one way they're both brutal

In Germany the Gestapo stops the public from listening to any but the local radio stations. On the Pacific Coast in many markets the mountains keep the public from listening to any but the *local* radio stations. Long range broadcasting is unreliable out here. Watts aren't moles, they can't penetrate those big mountains no matter how powerful they are. Buy the network with enough stations to give you *local primary* coverage. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee Station. Buy War Bonds and Don Lee and neither the Gestapo nor the mountains will ever keep your message from reaching *all* the radio homes on the Pacific Coast.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
5515 MELROSE AVE., HOLLYWOOD, CALIF.
Represented Nationally by John Blair & Co.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

Navy Facilitates Normandie Pickup

Prepares Press and Radio For Full Coverage

AS THE *USS Lafayette*, the former French Liner *Normandie*, stirred for the first time since last February, when it settled on its side in the muddy waters of the Hudson, representatives of all radio stations as well as newspapers, had equal opportunity to be on hand for the actual raising operation, thanks to a liberal, if not actually encouraging attitude by the Navy Public Relations Bureau toward thorough coverage of the event.

Evidently following a definite policy of giving the public a full story on the most dramatic phase in the salvaging of the ship, heretofore a more or less closely guarded operation, the Navy Department as early as the preceding Wednesday had advised radio stations that the raising of the ship was imminent. Broadcasters were to be given 24 hours notice of the time when the *Lafayette* would actually start to right itself but the hulk came up so fast that stations could only be notified at the most two hours before the deadline, 2 p.m., Saturday, Aug. 8, time set for release of all news of the event.

Booklet Issued

In addition to giving the stations time to prepare facilities in advance, the Navy Department had conducted recently as many as three tours of the ship to give press and radio men a thorough background in the technical phases of the operation. A lecture and question-and-answer period was held at the pier in mid-July, at which time an explanatory booklet was issued. Background was designed to facilitate the writing and in some cases the pre-writing of stories relating to the coming event. As the time for the raising approached, stations were advised, and were issued passes to the pier and to a special observation platform, where a continual watch was kept by some reporters.

The platform was the point of origin of eye-witness reports and interviews, from 2 p.m. on, as stations brought their announcers and commentators to their respective microphones for direct live broadcasts, or to record talks for rebroadcast later. By reason of the fact that all stations were equally prepared for the event, the competition for "scoops" was less than it might have been, and by the same token there was little opportunity for variety in coverage.

Broadcast Schedules

WMCA and WNEW went on the air at 2 p.m. with eye-witness descriptions, and at the same time the BLUE broadcast an account by Martin Agronsky and Tommy Velotta, assistant director of news and special events, and NBC carried an on-the-scene picture by Robert St. John. Mutual stations were offered a broadcast at 4 p.m. by WOR. As the operation progressed various stations brought their listeners interviews with officials of the Navy and of the salvage company, as well as with divers. WNEW gave its listeners probably the most extensive coverage with a total of seven broadcasts aired in a 48-hour period. Following the initial program, WMCA planned a schedule of two broadcasts a day until the ship should be righted. As the operation passed beyond the most dramatic stages last week, broadcasting schedules were cut down, but stations kept a vigilant watch.

ONE OF THREE new Canadian Broadcasting Corp. mobile units in the field with Canadian armed forces, this unit, CBC No. 5, landed in North Africa recently shortly after the Canadian assault forces had landed in Sicily. Paul Johnston, one of six CBC engineers overseas, is entering the car, which is equipped with microphones, amplifiers and portable recording machinery operated from batteries. The units were built in Canada for use in maneuvering in the field, were equipped in England under supervision of CBC overseas staff engineers with equipment made in CBC workshops in Canada and shipped to Britain. Besides the six engineers the CBC has a staff of nine newsmen overseas under the direction of John Kannawin, who has been in charge of the CBC Overseas Unit the past year coming from the post of CBC regional representative in Winnipeg.

Esso's Normandie Commercial Hurdled Four Department Okays in Two Hours

HOW an 85-second commercial hurdled obstacles raised by clearance requirements of at least four die-hard departments and got itself on the air within two hours of its origin, in time to give a timely plug to the sponsor as the former French ship *Normandie* righted itself in the Hudson last Tuesday, is told by Marschalk & Pratt Co., New York.

The agency handles radio for Esso Marketers, and at 10:30 Tuesday morning was given the go-ahead by the client for a commercial for Esso Rust Ban, for the 12:25 p.m. broadcast of the *Esso Reporter* on WJZ, New York. The product is being used extensively in the salvaging of the *Normandie*, now the *U.S.S. Lafayette*, but this fact had not been usable until last Monday. Rust Ban is an oil product in which various parts of the Lafayette machinery are immersed as soon as they are removed, to prevent corrosion on contact with the air.

Writing the announcement was a minor task in comparison to obtaining clearance from the engineering and legal departments of Standard Oil, Navy Public Relations Radio Clearance, and the continuity department of WJZ, New York. Prompt cooperation was secured from all, with the result that at 12:10 p.m. the announcement was handed over to Jack Frazier at WJZ, and at 12:25 p.m. it went on the air. The commercial was subsequently broadcast on *Esso Reporter* programs on 34 other stations.

JESS SPARKS has resigned as head of night operations of WABC, New York, to become program director of an Overseas Red Cross unit. He will go abroad shortly.

Histeen Spots

KENTON PHARMACAL Co., Covington, Ky. (Brownatone), which recently acquired ownership of the Histex Corp., Chicago (Histeen hay fever remedy), acting as sales agents for Histeen, will sponsor a concentration of spot announcements during the hay fever season beginning Aug. 16 for three weeks. Stations on the list are: WJR KXOK WIBW KWTO WLS WLW WDGY WHO WFAA KCMO. Agency is Roche, Williams & Cunnyngham, Chicago.

EDWARD TOMLINSON, advisor and analyst to the BLUE on inter-American affairs, has started on the first leg of his 23d annual visit to Latin America. Traveling entirely by air, Tomlinson expects to cover 17,000 miles in eight weeks, during which he will continue his regular Saturday and Sunday broadcasts on the BLUE.

Sterling Drug's Earnings At Mid-Year Jump 12%

STERLING DRUG INC. which last year spent over $3,000,000 for network radio alone, has reported net income of $3,934,211 for the six months ended June 30, after all charges and provision of $5,291,590 for estimated Federal and foreign income and excess profits taxes.

This was equal to $2.24 per share on outstanding common stock, as compared with revised earnings of $1.99 the first six months of 1942.

For the quarter ended June 30, 1943, net earnings were $1,529,113, or $0.87, as compared with $0.69 on $1,228,780 in the second quarter last year.

Folger Expands

FOLLOWING the lead of other coffee advertisers who have either gone back into radio or increased schedules, J. A. Folger & Co., San Francisco, on Aug. 14 started for 52 weeks sponsoring weekly participation in *Breakfast at Sardi's* on 17 BLUE Western stations, Sat. 9:30-10:15 a.m. (PWT). Firm on Aug. 17 starts sponsoring a twice weekly quarter-hour newscast on 31 Don Lee Pacific stations, Tues., Thurs., 7-7:15 a.m. (PWT), with repeat on KHJ KVEC and 3 Arizona stations (KOY KSUN KTUC) 8:30-8:45 a.m. Latter contract is for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood.

Coffee Firm Active

THOMAS J. WEBB Co., Chicago (coffee), has scheduled six transcribed announcements weekly on WENR, Chicago, and seven weekly on WMAQ, Chicago, for 52 weeks. These announcements are in addition to those placed recently on WGN and WCFL, Chicago, and WIND, Gary, Ind., and the quarter-hour thrice-weekly program, *Swing It*, on WGN. Agency is Schwimmer & Scott, Chicago.

Foley & Co. Sponsors

FOLEY & Co., Chicago, (cough syrup) has begun sponsorship of *Mountain Theayter*, quarter hour musical program featuring the Prairie Ramblers, three times weekly on WLS, Chicago, for eight weeks. The remaining 44 weeks of the contract will use six quarter-hour shows weekly. Agency is Lauesen and Salomon, Chicago.

Boran's Label Views

A PROMISE that the House investigation into grade labeling and other Government standardization programs will be continued was made in New York last week by Rep. Boran (D-Okla.), chairman of a House Interstate subcommittee appointed to study regulatory programs. Admitting that Government regulations and orders "unquestionably" have altered "some of the normal American ways of doing business", Rep. Boran explained "we want to find out how necessary those orders are in war time and how long they must be continued." The committee is now studying the newsprint shortage.

Salute to American Radio Broadcasters For Outstanding Service

History will record important conquests for American broadcasters . . . on the "3rd Front" of World War II—where man's mind is the target . . . his thinking and morale the objective.

Before the war, broadcasting was primarily a medium for news and entertainment. Today, it is a potent weapon of war . . . doing a bigger job for Victory than is commonly realized. We believe that a greater public awareness of radio's part in the war will bring long-time benefits to the industry as a whole.

Below is the first of a series of advertisements dedicated to that purpose and sponsored by Westinghouse.

Our own wartime job is the production of unbelievably huge quantities of radio and communications equipment for every fighting front. But—we're busy on tomorrow too . . . exploring new sectors in electronics . . . perfecting new devices, so that come peacetime, radio will benefit to the full from our wartime experience. *Count on that.*

J-08053

Close-up of Invasion... via the "3rd Front!"

3,000 miles due west
of Hans' secret receiver . . .
Uncle Sam's "Kilocycle Commandos"
are on the air—nightly—
with news . . . truth . . . propaganda
. . . a powerful antidote
for Nazi mental poison.

They fight on the vital "3rd Front"
where men's minds . . . not bodies . . .
are target—and battlefield too!

Target for tonight is Hans . . .
and tens of thousands like him
. . . Germans—not Nazis—
advance agents for "invasion"
via the "3rd Front"—already well begun
by American radio broadcasters.

☆ ☆ ☆

On that vital "3rd Front" . . .
highly developed commercial transmitters
and communication equipment . . .
engineered by Westinghouse
play an indispensable role
. . . offer tangible proof
of Westinghouse versatility
and pioneering maintained unceasingly . . .
since even before 1920
when Westinghouse's own KDKA
ushered in commercial broadcasting.

New advancements
in television . . . FM . . . electronics . . .
secrets today . . . tomorrow will
enable radio broadcasting to render
an even greater service to our country.
Count on that.

J-08059

Westinghouse RADIO DIVISION *Baltimore, Md.*

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

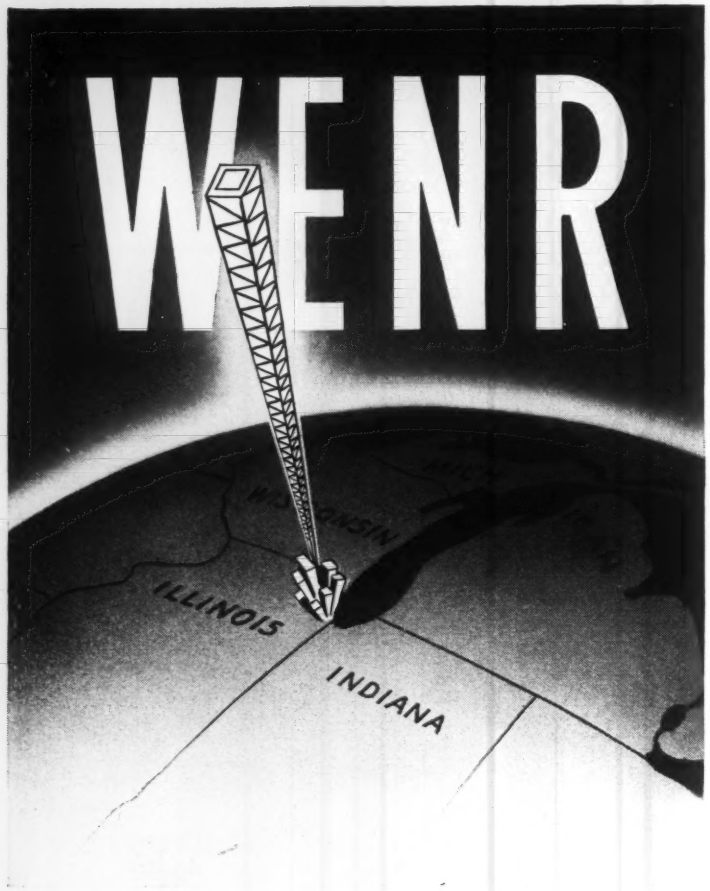
These advertisements appear in

- *Time*
- *Newsweek*
- *Business Week*
- *Nation's Business*

Reprints are available for use on station bulletin boards, and in reasonable quantity for mailing to sponsors. Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., Dept. 7N.

Westinghouse RADIO DIVISION *Baltimore, Maryland*

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE



● ● ● **Covers 111 of the 170 cities over 10,000 population in Illinois, Indiana, Michigan and Wisconsin.**

● ● ● **Reaches more of them than any other major Chicago station!**

COST ANALYSIS OF MAJOR CHICAGO STATIONS*

Station	Families	Cost per 1,000	% Increase over WENR
WENR	3,403,000	.03	—
A	2,157,000	.06	100.00
B	2,424,000	.05	66.6
C	3,188,000	.04	33.3

** Based on a 15-minute daytime show, 5 times per week. Source – NBC All-County Survey.*

P.S. **—and at a lower cost!**

WENR

50,000 WATTS
A CLEAR CHANNEL STATION
890 KILOCYCLES

Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales
New York Chicago Hollywood Detroit

Governors Galore

FIVE GOVERNORS were on KIDO Boise within a half-hour recently for, what the station thinks is some sort of a record in Gubernatorial broadcasts. The multi-Governored program was aired during a conference of Northwest Governors to form the Northwest Development Commission.

New Name is Announced For Connecticut Network

MANAGERS of the six member stations of the Connecticut Broadcasting System met recently in New Haven and re-elected Harold Meyer, WSRR Stamford, chairman of the group and James T. Milne, secretary and treasurer. Name was changed from the Connecticut Broadcasting System to Connecticut State Network to eliminate possible confusion with the Columbia Broadcasting System. Among those present were Harold Meyer, WNBC Hartford; James Milne, WELI New Haven; Gerald Morey, WNLC New London; Harold Thomas, WATR Waterbury; and Helen Wood, network representative in New York.

Aid Recruit Drive

RADIO should play a prominent part in a recruiting campaign for women for war work scheduled to start next month, according to the War Advertising Council. Listed among advertisers who have promised to give this drive a special boost in September are S. C. Johnson & Son, Westinghouse Electric & Mfg. Co., Beech-Nut Packing Co., Pillsbury Flour Mills Co., Liggett & Myers Tobacco Co., Liggett Drug Stores, National Biscuit Co. Great Atlantic & Pacific Tea Co.

BBDO, Compton Adv., Ferry-Hanley Co., Foote, Cone & Belding, McCann-Erickson, Pedlar & Ryan, J. Walter Thompson Co., Young & Rubicam and other agencies are suggesting further such ads to their accounts.

IBEW Pacts

CONTRACT for one year has been signed by WINN Louisville, with Broadcast Technicians Local Union No. 1286, IBEW, providing for 40 hour 5-day week and vacation and sick leave with pay, IBEW announced last week. Rates of pay fixed in the agreement have been submitted to the National War Labor Board for approval. WINN is the third Louisville station to sign with the local union, WHAS and WAVE having had union agreements for nearly two years.

Dr. Hector Stays

DR. L. GRANT HECTOR will continue as chief engineer of National Union Radio Engineering Co., Newark, while on leave as production consultant on miniature tubes with the War Production Board. A correction issued by WPB states that its original announcement of Dr. Hector's appointment erroneously asserted he was "formerly" with Nation Union [BROADCASTING, Aug. 2].

Personnel at J-W-T Realigned for Fall

New Assignments Are Given As Production Is Added

WITH additional production on schedule, J. Walter Thompson Co. has realigned personnel to meet fall activity. Several Hollywood staff members are being shifted to new assignments. Antony Stanford, continuing as agency producer of the NBC *Chase & Sanborn Show*, also assumes that post on the BLUE *What's New?* sponsored by RCA starting Sept. 4.

Mannie Manheim, writer on the NBC *Kraft Music Hall*, shifts to *Chase & Sanborn Show*. Bob Mosher and Joe Connelly continue as writers of that show. Joe Bigelow, head writer, shifts to *What's New?*, dividing between New York and Hollywood. Lester O'Keefe will handle New York production with Fritz Blocki on other pickups.

Bob Brewster continues as producer of *Kraft Music Hall*, with Carroll Carroll, head writer, assisted by Leo (Ukie) Sherin, Vic McLeod, Stanley Davis and Elon Packard. Brewster and Carroll will also continue to handle the NBC *Bob Crosby & Co.*, sponsored by P. Lorillard Co. Sandy Barnett continues as agency producer of the CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux). George Wells again writes dramatized adaptations, with Harry Kerr doing framework writing.

Maury Holland directs the CBS *Sammy Kaye Show*, sponsored by P. Lorillard Co. Ed Ettinger heads the writing staff, which includes Bob Cenedella. Harry Herrman produces and Ed Rice writes the CBS *Three Ring Time*, sponsored by P. Ballantine & Sons. Rice, Lester O'Keefe and Charles Christoph supervise BLUE *Adventures of Nero Wolfe*, sponsored by J. B. Williams Co. (shaving cream).

Buck Gunn on the agency's Chicago staff supervises BLUE *Breakfast Club*, sponsored by Swift & Co. Ted Jardine is agency contact on CBS *Man Behind the Gun*, sponsored by Elgin Watch Co., and resuming Sept. 4. W. F. Lochridge, New York vice-president, is agency representative on the new CBS *America on the Air*, sponsored by William Wrigley Jr. Co.

Raymond Clapper and Cecil Brown newscasts, as well as other news broadcasts, sports events and spot recordings are handled on rotating assignments by Abbott K. Spencer, Lester O'Keefe, Fritz Blocki, Harry Herrman, Ed Rice and Howard Williams in New York. Norman Blackburn of Hollywood is agency contact on CBS *I Was There*, sponsored by Spreckels Sugar Co.; BLUE *Breakfast at Sardi's* and NBC *Fleetwood Lawton—Commentator*, sponsored by A. S. Boyle Co. (Old English Products); and weekly quarter-hour *Beauty Talks*, sponsored by Lamont Corliss & Co. (Ponds) on KNX Hollywood.

Amarillo's Population Gain Tops in Nation

Because of its strategic location, Amarillo always has been a major market in Texas and now because of war-time shifts Amarillo now leads all other metropolitan markets in the nation with the largest percentage increase of civilian population.

Within less than a year—May, 1942, to March, 1943—Amarillo added 24.5 per cent to its civilian population. No other city has shown a larger percentag increase during the same period.

Increases such as this cannot be ignored in marketing plans, comments Arno H. Johnson.

A director of media and research for the J. Walter Thompson Company, an advertising agency, Mr. Johnson has just presented the first detailed analysis of war-time population shifts, as indicated by registration for Ration Book No. 2.

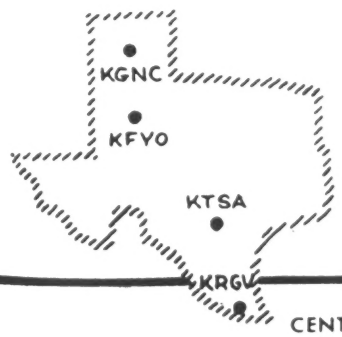
Tops Top Twenty

Even in a three-year period—April, 1940 to March, 1943, Amarillo outranked such places as Jacksonville, Fla., and the San Francisco-Oakland area in percentage increases.

91.9% of all homes in Amarillo have radios . . . the highest radio-homes percent in Texas . . . and four-fifths of these homes (Hooper says 78.9%; NBC says 79%) are tuned in on KGNC . . . the ONLY station that provides primary coverage of rich, vast Northwest Texas.

Enlarged reproduction of news story in Amarillo News-Globe of July 18, 1943.

THE Taylor-Howe-Snowden GROUP

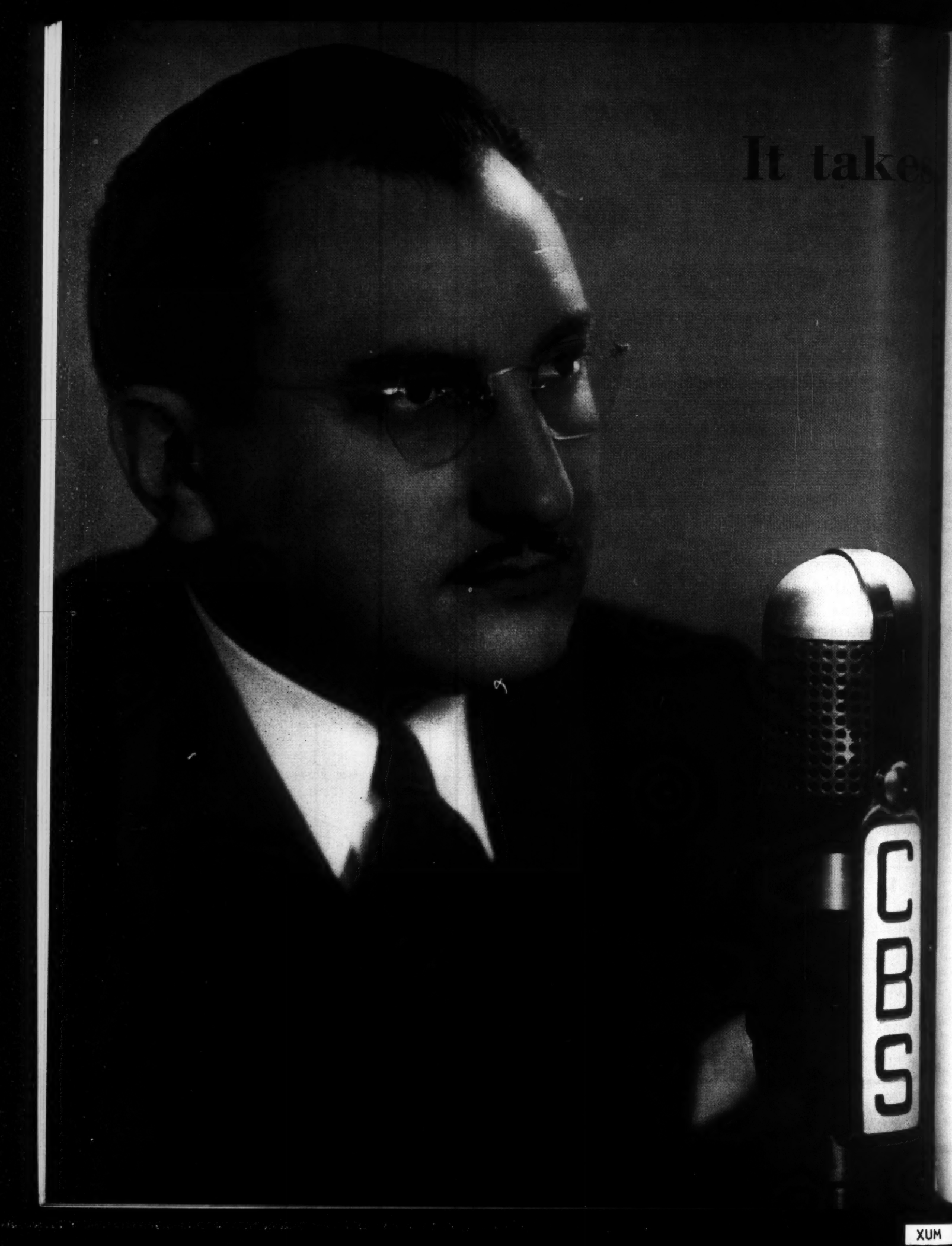


KGNC

AMARILLO, TEXAS

5000 WATTS DAY—1000 WATTS NIGHT

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.


It take
CBS

IDEAS to make a network

. . . *here's another from Columbia Pacific*

Bill Winter is an elegant news analyst. For years he was on a station in the South (Columbia's WBT). So good were his keen analyses, so superb his delivery, that Crossley reported 78% of the available audience tuned to his program.

Idea #1. We brought him West. Put him on Columbia *Pacific*.

Idea #2. Why not combine a brilliant analyst with straight news when news is hottest? News—*then* crisp news analysis? Why not? We had originated this combination; it had worked; it had already developed the highest ratings earned by any five-a-week daytime program broadcast regionally on the Coast.

Into such a combination we scheduled the seasoned analyst William Winter. So today, up and down the rich Western empire, all CBS stations *originate* five minutes of straight news at 10 p. m.; then William Winter gives ten minutes of incisive news analysis.

It's another example of sensible Columbia *Pacific* ideas. Get the right *ideas* to five million people and they line up to buy!

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28 • Represented by Radio Sales, the SPOT Broadcasting Division of CBS.

Editorial

Radio's Look Ahead

WE QUOTE President Roosevelt:

"Although considerable progress has been made as a result of efforts to reorganize the work of the FCC under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

"New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them".

This is not a new expression from the Chief Executive. It was made on Jan. 24, 1939, in identical letters to Chairmen Wheeler and Lea of the Senate and House committees charged with radio legislation, after consultation with the then FCC Chairman, Frank R. McNinch. Plans to reorganize the FCC into a three-man agency promptly were pressed, but got nowhere.

Need is Greater Today

The condition of the law certainly hasn't changed since 1939. The same law—The Communications Act of 1934—is on the statute books. But other things have happened to aggravate conditions. The Supreme Court, in the now famous Frankfurter opinion of last May 10, breathed into that Act powers broader than those ever delegated to any administrative agency.

The need for legislation is apparent. The President saw that need in 1939. Every session of Congress since then has seen legislation introduced to take the guesswork out of radio regulation. There is pending before the Senate the White-Wheeler bill, and before the House the Holmes bill, which is almost identical. Congress reconvenes Sept. 14. Radio legislation appears to be at the top of the list. The House Select Committee investigating the FCC plans an interim report in which it probably will advance certain legislative recommendations.

First things come first. There is need for legislation that will clearly define the FCC's functions and remove the Sword of Damocles which the Commission holds over the heads of broadcasters. Both the White-Wheeler bill and the Holmes bill would accomplish that essential result.

But that can be regarded only as short-term, interim legislation. There is need for a *National Policy for Radio*. The strides made by radio through wartime necessity are stupendous. The whole story won't be known until the war is won. Already great credit has been given radio and radio men for their contribution to the success of our forces and our allies.

What will these war-born developments mean in the peace-time transition of radio? FM and television to be sure. Frequencies in the micro-waves. Possibly enough frequencies to meet public demand for facilities. There are many unknown quantities and imponderables.

That constitutes the long-range legislative task. It requires sound planning. It is more than the job simply of a Government regulatory agency, or an industry. The nation's whole social and economic fabric will be affected by these radio developments to come.

Here, we humbly submit, is a matter that warrants the attention of the nation's leaders. President Roosevelt, or his home-front chief, Justice Byrnes, should take prompt notice of it. There should be created, we suggest, a board or commission to make a continuing study of the radio-electronics field, with a view toward legislative safeguards that will ensure for the public the maximum benefits in the post-war era.

On such a board, we believe, should be the chairmen of the Committees of Congress charged with radio legislation. There should be representatives of the public—far-sighted, public-spirited men, who are free of bureaucratic entanglements. There should be representatives of the licensing authority and of the radio engineering profession, as well as of the broadcasting industry.

Such a course of action, we feel, would inure to the best interests of public, industry and government. It covers both the short-range and the long-range goals toward a sound *National Policy for Radio*.

The industry should not let down for a single moment in its quest for the short-range, interim legislation to correct the abuses that President Roosevelt saw in 1939 and that have been intensified a hundred-fold since. That's the immediate task, to be coordinated through the NAB, adequately staffed.

It's All Good

ALL TIME is good time on the air. This broadcasting principle, now axiomatic, for many years was denied recognition by advertisers, agencies and even broadcasters. As the so-called good hours of 8-10 p.m. became saturated some years ago, venturesome radio users discovered that they were getting results—and good results, too—from hours ranging all the way from 6 a.m. to midnight. Now even the midnight-dawn hours are attracting new spot and local sponsors every day.

A glance at network program lineups for next season [BROADCASTING, Aug. 2] shows that little time between dinner and 11 p.m. is open on the nationwide networks. In fact, there is a waiting list for some of the preferred periods.

This situation is a healthy one so long as sponsors are willing to try new periods. Like other media, radio has premium spots to offer. And like other media, radio can offer many of its best buys in the non-premium category.

Out of the shortage of availabilities in advertising media will come an appreciation of the results that can be obtained by careful buying of time and space. In the case of radio, the Sunday afternoons and Saturday mornings and midnight hours once so difficult to sell are acquiring more friends as the years progress. The radio day is fast becoming an around-the-clock proposition, and everyone of those 24 hours offers a valuable buy to the sponsor who knows how to buy time.

Our Respects To —

PHILIP HENRY COHEN

THAT LONG roster of radio men serving Washington's busy war agencies registered their hearty approval last April, when Philip Cohen was made deputy chief of the OWI Domestic Radio Bureau, and their approval was shared by networks and agencies, too. For Phil Cohen, through years of experience in "government" radio, and innumerable acquaintances in "commercial" radio, was admirably fitted for the job. As one radio executive put it—"Phil knows his government better than anybody else in Washington and he knows radio programming better than any man in government."

Phil Cohen is an innovator. But his innovations have been proven sound radio. Some of the early American radio documentaries have been due to his efforts. The highly successful *Americans All—Immigrants All, The Ballad Hunter*, and other programs all had their elements of pioneering.

He was born in Fort Shafter, Hawaii, on August 15, 1911, where his father Major Lee Cohen USA, ret., was stationed. His early schooling was obtained in Honolulu, Panama, and later Virginia and New Jersey. He entered Harvard, graduating *cum laude* in 1932. It was at Harvard that he became interested in radio. During his undergraduate years Phil participated in the first international debate between the Oxford University team and Harvard.

After graduating from Harvard, Phil worked at a number of jobs in New York as a radio actor, quondam director, and other activities. In 1936 he joined the Radio Division of the Office of Education and established that office's New York production office. While in New York for the Office of Education he supervised such broadcasts as *Americans All — Immigrants All, The World Is Yours, Gallant American Women* and *Wings For The Martins*. In the summer of 1936 he organized the now famous New York University Radio Workshop which was sponsored jointly by the Office of Education and NYU.

In 1938 he took a leave of absence to travel to London on a fellowship offered by the Rockefeller Foundation. He studied the broadcast methods of BBC and developed enthusiasm for documentary broadcasting. He returned to America after a year and resumed his work with the Office of Education. In June of 1940 Archibald MacLeish, Librarian of Congress, became enthusiastic about the possibilities of radio use of materials in the Library of Congress. Having been given the fellowship in radio by the Rockefeller Foundation, Phil organized and became the director of the Radio Project. A staff was assembled and ser-

(*Continued on page 34*)

We stacked the cards against Hitler

Beans and beets are vital to fighting men. Michigan grows both. Packs them in the famed "C" and "K" canned rations.

When Washington called urgently for the planting of additional acres, WJR farm editor Duncan Moore went into action. Working in conjunction with the Department of Agriculture and the War Department, the idea of a special Army motorcade was conceived. This mobile war show, on the road in a ten-day tour of sixteen counties, sold farmers on the necessity of increased production.

Throughout Michigan farmlands, farmers gazed for the first time at jeeps, tanks and scout cars . . . met wounded Guadalcanal heroes . . . heard the appeals to plant more beans and beets . . . signed pledge cards with patriotic pride.

Today, the fields of Michigan are green with growing beans and beets . . . the hundreds of thousands of extra acres that were pledged in those ten days when the cards were stacked against Hitler.

WJR
THE GOODWILL STATION
Detroit

RADIO
IN SERVICE OF HOME AND NATION

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and Gen. Mgr.

Edward Petry & Company, Inc.,
National Representative

Our Respects to

(*Continued from page 32*)

eral series of programs produced. Among them were *The Ballad Hunter,* one of the first attempts to document American folk songs and folkways by radio. This series was produced in cooperation with the dean of American folk song hunters, John A. Lomax, founder of the Archive of American Folk Song at the Library. Later such programs as *Hidden History,* and *America Speaks* explored further these techniques of documenting America. War terminated the activities of the Radio Project.

Coordinating Job

When Bill Lewis was appointed Radio Chief of the OFF he asked Phil to become the Chief of the Government Liaison Division. In this capacity he was the principal officer in dealing with all government agencies, bureaus, and departments and coordinating their radio activities with the Federal information policy.

Phil Cohen continued this work when the Radio Bureau of OFF was absorbed by the newly-created OWI, and in the spring of this year, he became Deputy Chief of the Bureau to Donald D. Stauffer.

Phil is the author of a number of articles on radio broadcasting. He is Regional vice-president of the Association for Education by Radio, and one of the group which organized it. He is well-known as a lecturer at Ohio State, Harvard, and New York Universities and has taught at Middlebury College's distinguished "Bread Loaf Conference".

He is married to the well known literary agent, Henriette Herz, and is the father of two boys, Philip 5, and William 2.

Personal NOTES

THOS. G. ROCHE, former member of the *N. Y. Times* advertising staff, has joined WQXR New York, as saleman. With the *Times* from 1926-1941, he has spent the last year and a half with *Inter-American,* monthly publication.

HAROLD PAULSON, commercial representative at CBR Vancouver, has taken on the additional duties of treasurer's cashier for the duration.

E. A. WEIR, commercial manager of Canadian Broadcasting Corp., Toronto, is on a tour of western Canadian stations in connection with development of the CBC Alternative Network.

NORMAN RUNIONS, announcer and newscaster of KIRO Seattle, has been transferred to the sales dept.

CHARLES R. RYND, treasurer of BLUE, has returned to his New York headquarters after several days of Hollywood conferences with Don E. Gilman, western division network vice-president and Sidney N. Strotz, Western division vice-president of NBC.

HERBERT H. WIXSON, sales manager of KMPC Beverly Hills, Cal., has been promoted to assistant station manager in charge of national business. He currently is in New York contacting advertising agencies.

C. G. (Tiny) RENIER has returned to KMOX St. Louis after serving as producer-director with CBS New York. He will head a new department of program sales.

GERRY TONKIN, commercial manager of CKBI Prince Albert, Sask., has just completed a sales trip in Eastern Canada and the United States.

FRED DEINERT, sales manager of WPEN Philadelphia, is the father of a girl.

ROGER W. CLIPP, executive vice-president and general manager of WFIL Philadelphia, has been named chairman of the publicity committee, Rotary Club of Philadelphia.

EDWARD A. DAVIES, vice-president and director of sales of WIP Philadelphia, was appointed by Gov. Edward Martin of Pennsylvania as Lt. Colonel and Assistant Chief of Staff "G-2" on the staff of Brig. Gen. Milton G. Baker, commanding general of the Pennsylvania State Guard.

JACK RUNYON, West Coast radio manager, Office of the Coordinator of Inter-American Affairs, has returned to Hollywood after conferences with radio executives in Mexico City.

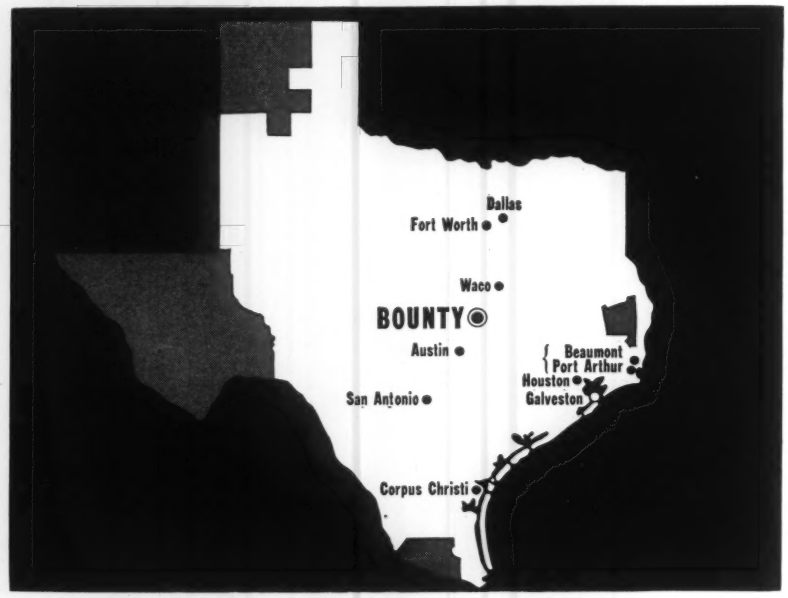
ROLF WARNER, sales service manager of WBBM Chicago, left last week to begin training as an Army aviation cadet. He has been succeeded by Charles Dabney, former sales merchandising manager of the mail order department for Montgomery Ward & Co., Chicago.

D. E. (Plug) KENDRICK, president and general manager of WINN Louisville has taken a leave of absence upon doctor's orders, following a recent operation.

JOE TONKIN, formerly of WOWO Fort Wayne, Ind., has been appointed acting chief of the Radio and Market News Section, Food Distribution Administration, Great Lakes Region, with headquarters in Chicago. He succeeds Lance Hooks, who has entered the Army.

ROBERT J. MEYER has been appointed promotion manager of WISN Milwaukee, succeeding Hugh O'Malley, who has joined the staff of WTAQ Green Bay, Wis.

HARVEY YOUNG, salesman of WHIO Dayton, has been inducted into the Army.



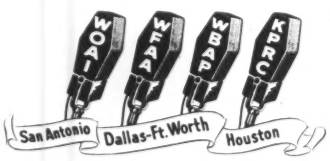
There's a NEW City in Texas

Its name is "Bounty." Three years ago it didn't even exist, yet today its population is 328,911!

This husky three-year-old already is larger than such prime markets as Charleston, W. Va.; Chattanooga, Tenn.; Des Moines, Iowa; Jacksonville, Fla.; Miami, Fla.; Mobile, Ala.; Nashville, Tenn.; Oklahoma City, Okla.; Omaha, Neb.; Richmond, Va.; Salt Lake City, Utah; Spokane, Wash.; Syracuse, N. Y. or Tulsa, Okla.

"Bounty" is made up of the combined population gain, since 1940, of nine Texas metropolitan centers, as shown by 1943 ration book figures. ALL NINE ARE IN TQN DAYTIME PRIMARY. Eight of the nine are among the twenty-eight metropolitan counties in the entire United States listed by the Census Bureau as having the most rapid wartime growth and the BEST postwar prospects of retaining their growth.

TQN delivers this huge added market—without added cost!

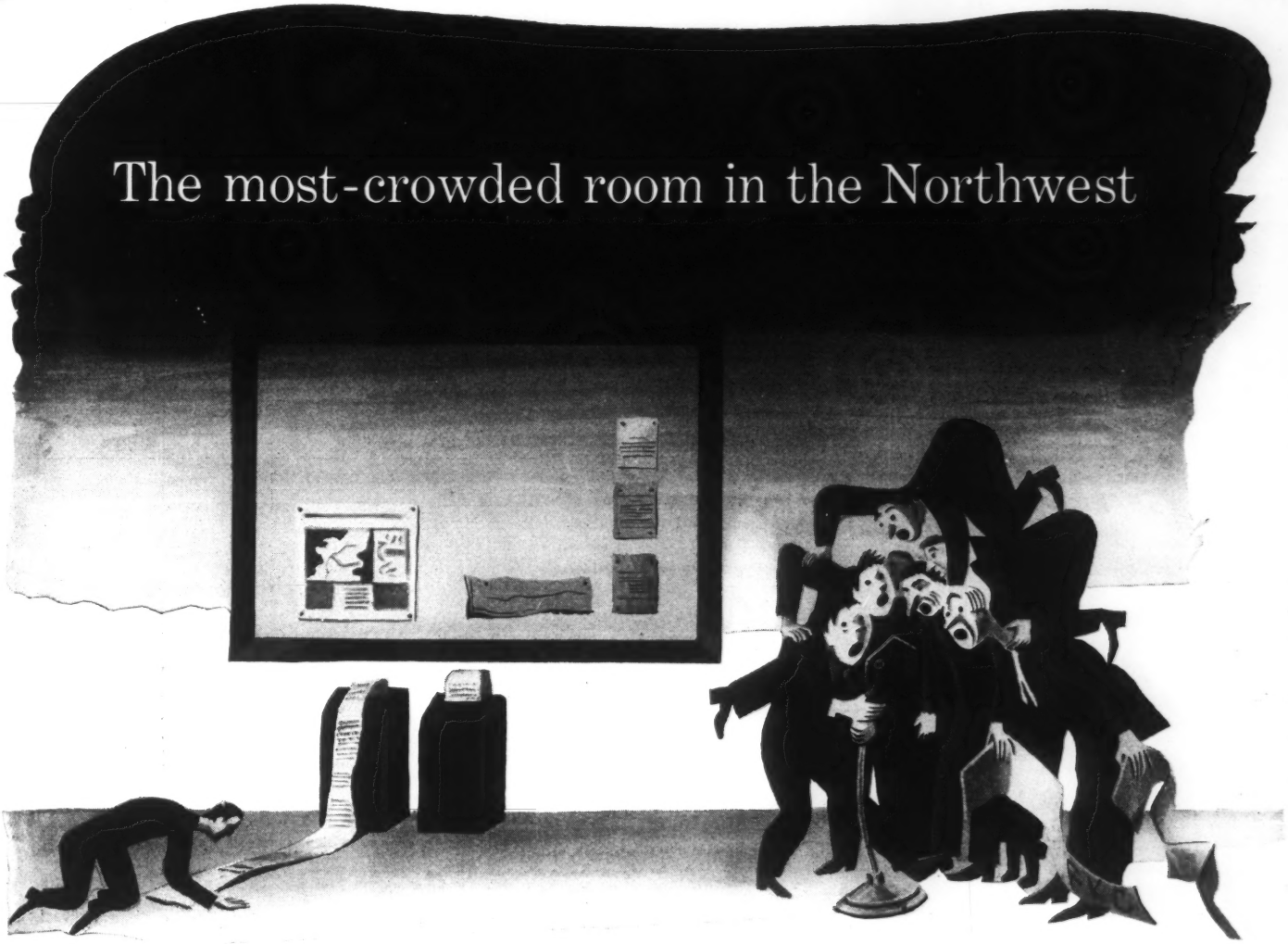


TEXAS QUALITY NETWORK

Represented Nationally by EDWARD PETRY & CO.

" 'Bout time yo' done showed up! Ah suppose yo' been listenin' tuh WFDF Flint Michigan."

The most-crowded room in the Northwest



MOST crowded with excitement, dramatic wallop, and experience—19 years of experience in seeing and knowing and being part of the news.

The "most crowded room" is the WCCO News Room. Yet it's a new room. And spacious.

Northwest folks—almost 4,000,000 of them in 139 counties—have for 19 years leaned heavily on WCCO for advice, counsel, information, entertainment and *news*. News has always been up in the forefront of our activities. As news grew more and more important, the WCCO news staff grew. Grew so large that we needed more space and more facilities. Hence the WCCO News Room—the largest, the most complete in Northwest radio.

That's only fair. For the WCCO News Staff is also the largest and the most complete in Northwest radio. Eleven staff men are authorities in their fields. Men like John Raleigh who came to WCCO from the Far East, where he was CBS staff correspondent; like Larry Haeg, farm news editor, who operates a 148-acre farm, between turns as a State Legislator; like Cedric Adams (10 years on WCCO) whose current Hooper rating for his nightly 10 o'clock newscast is 25.4. *Eleven men who know the news and know the Northwest.*

When next you see a survey of radio listening in the Northwest, information like this about WCCO news coverage will help explain the complete dominance of WCCO in the Northwest.

Good Neighbor to the Northwest

WCCO
MINNEAPOLIS-ST. PAUL
50,000 watts • 830 kc
COLUMBIA OWNED
CBS

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

News is NEWS Today!

And—
here is news at its best—

DAILY WAR JOURNAL
with
MARTIN AGRONSKY
Monday thru Friday—7:00-7:15 A.M.
(Blue Network "Co-op")
Available now for sponsorship

WRITE OR CALL
FOR COMPLETE INFORMATION

SPOT SALES, INC.
National Representatives

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION *in*
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Long to WELI

DEWEY LONG, formerly manager of the Chicago sales office of WLW, Cincinnati, who resigned that position last month, has been appointed manager of WELI New Haven according to an announcement by Harold A. LaFount, general manager of the Bulova stations. A veteran in radio sales, Mr. Long was formerly manager of WSAI Cincinnati, and before that sales manager of WBT. James T. Milne remains at WELI in full charge of sales, according to Mr. LaFount.

Mr. Long

RCA Head Drowned

E. C. GRIMLEY, 52, president of RCA-Victor Ltd., Montreal, was drowned Aug. 4 in Lake Memphremagog, Que., when he fell from the stern of a sailboat. Although a good swimmer, he failed to reappear after sinking beneath the surface. During the past winter he had found it necessary to take a rest cure for a heart condition. He was in the sailboat with his wife and niece at the time of the accident.

HARRY GERBER, formerly of Gerber Sales Co., Boston, Mass., has been appointed New England factory representative of Universal Microphone Co., Inglewood, Cal.

LT. JAMES C. FIDLER, formerly meteorologist at WLW Cincinnati, is the father of a girl.

B. M. Middleton Leaves Aug. 20 to Join Army

BEVERLY M. MIDDLETON, sales manager of WABC, New York, leaves the station Aug. 20 to join the Army. He reports for duty at Fort Devens, Mass., Aug. 23. Replacing Mr. Middleton will be John H. Field Jr., who joined WABC last April as an account executive. He had held a similar position with WPTF, Raleigh, N. C.

Mr. Field entered the advertising field as a member of the *New York World* advertising department. He remained there five years, shifting then to the *New York Times*, where he spent six years. After a two-year period with Scott Howe Bowen, radio representative, he joined Free & Peters, New York office in 1935, as vice-president of Free, Johns & Field, a subsidiary organization. In 1938 he joined WPTF.

Mr. Middleton joined WABC as an account executive in 1938. He had served as manager of KBIX, Muskogee, Okla.; commercial manager of WSVA, Harrisonburg, Va., and commercial manager of WFAS, White Plains, N. Y. He became sales manager of WABC in July of last year.

RUSH HUGHES, KWK St. Louis, has been commissioned by the Treasury Department to transcribe 24-five minute narrations of events in which American boys in the service have figured as heroes in the present war. The discs will be used for nation wide distribution in connection with the Third War Loan campaign.

FOR FUTURE USE, are the merchandising tips Shelton Earp (left), newly-appointed assistant manager of KROY, Sacramento, Cal., received from Jack O'Mara, Pacific Coast merchandising manager of CBS, during a recent Hollywood conference.

Kennedy to England

JOHN B. KENNEDY gave his last broadcast on CBS for Chevrolet Dealers Aug. 12, and planned to leave shortly for England where he will gather information as a guest of the British Government. Chevrolet will discontinue sponsorship of the Tuesday and Thursday, 6:30-6:45 p.m. periods. Jeri Sullavan, singer, heard on a sustaining basis in this spot on other days of the week, will move into the two periods vacated by Mr. Kennedy. Campbell-Ewald Co., Detroit, handles the account.

Martin Returns to NBC

W. G. MARTIN, who left NBC early this year to become director of public relations for Lady Esther, Chicago, has returned to the network as a member of NBC Spot Sales. Mr. Martin was formerly manager of guest relations at NBC. Another new member of NBC Spot Sales is William Thomas Hamilton, who until recently served on the staff of *Puck—The Comic Weekly.*

E. R. CAPPELLINI, news editor and commercial manager of KALB, Alexandria, La., since 1939, has been appointed manager of the station.

"Gloom Dodgers"

Prize Package of the Industry

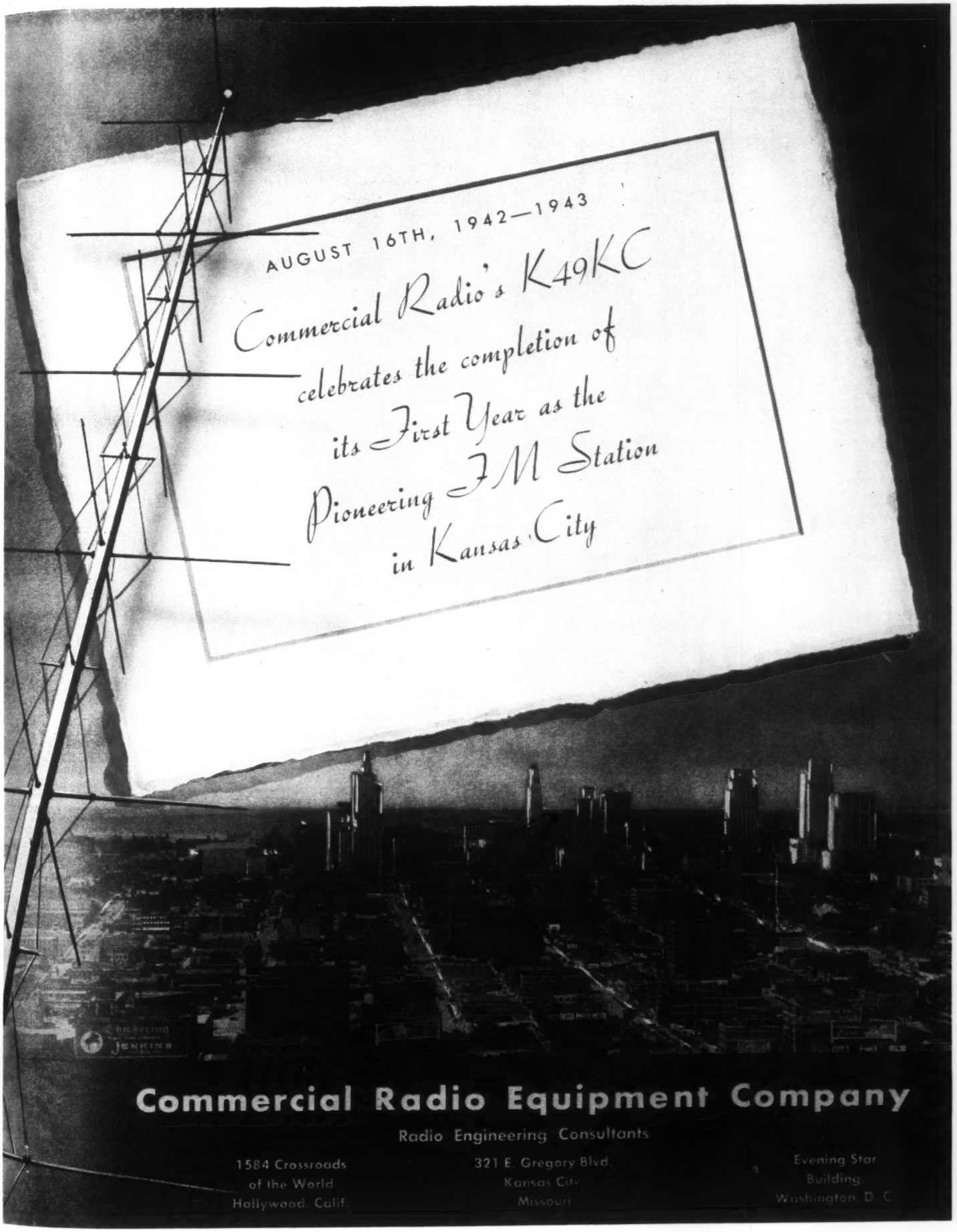
has shown a 100% audience increase in the last four months . . . climbing against a marked seasonal decline in radio listening.

It is all very indicative!

Are you interested?

WHN
NEW YORK

The
TIME BUYERS' STATION
WDOD
Chattanooga, Tenn.
5,000 WATTS
CBS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES


AUGUST 16TH, 1942—1943
Commercial Radio's K49KC
celebrates the completion of
its First Year as the
Pioneering FM Station
in Kansas City
Commercial Radio Equipment Company
Radio Engineering Consultants
1584 Crossroads of the World Hollywood, Calif.
321 E. Gregory Blvd. Kansas City Missouri
Evening Star Building Washington, D. C.

BEHIND the MIKE

BOB RUNYAN has joined the announcing staff of WOWO-WGL Fort Wayne, Ind., coming from stations in Minneapolis.

KATHERINE FOX, coordinator of war activities and public service director for WLW-WSAI Cincinnati, is leaving for Cleveland to serve on the advisory committee for women's activities in Ohio for the Third War Loan Drive.

DARRELL DONNELL, former news broadcaster at KJBS and KQW San Francisco, has shifted to KFRC San Francisco, doing three news broadcasts daily.

MITCHELL CONNOR, recently honorably discharged from the Army, has joined WBBM Chicago, as a producer. Previously, Connor was a writer, producer and announcer at WMIN Minneapolis, and before going into the army, worked as newscaster on WBBM *Chicago Sun* news broadcasts.

JUNE CLAIRE, artist and writer, has joined the continuity staff of WGN Chicago.

JACK O'CONNOR, staff announcer of WRBL Columbus, Ga., has been made promotional director. (Miss) Billy Wismer has been appointed full time announcer. She had been part time announcer since last September.

KANE CAMPBELL, formerly of NBC, New York, playwright and author, has joined WGN Chicago, as continuity writer.

COLUMBIA RECORDING Corp. district managers gathered seven-strong at the company's Bridgeport factory to tackle market problems with Columbia executives—the first meeting of its kind in two years, with every district represented. Paul Southard, vice-president in charge of sales, seated in the center, is flanked by Jack Stafford, New England (left), and F. E. Cross, South Central. Back row, standing: Robert Pampe, Southeast; George Prutting, New York, Philadelphia and Baltimore; Jeff Wilson, West; Gene Chandler, Southwest; and Jack Hein, Midwest.

WILLIAM E. LAWRENCE, transcription supervisor of the NBC Central Division studios married Julie Johnson of Chicago recently. William Brewer, assistant traffic manager has married Jean Swisher of Danville, Ill.

MARGARET DREYMAN, of the commercial traffic department of the BLUE, is engaged to marry Walter Nowarck.

PVT. CHARLES WOOD, former announcer of WCAU Philadelphia, is now attached to the public relations staff at Valley Forge Army Hospital, Valley Forge, Pa.

PVT. CHARLES WOODWARD, former assistant auditor of KYW Philadelphia, has entered Officers Candidate School at Duke University, Durham, N. C.

CYRIL WAGNER, member of the press department of WGN Chicago, until he joined the Army 14 months ago, is again a member of the WGN staff, having received a medical discharge.

JUAN ROOT has joined the announcing staff of CBR Vancouver.

BYNG WHITTAKER, Canadian Broadcasting Corp. announcer who recently transferred to the British Broadcasting Corp., has arrived safely in England.

MICKEY SHORE, formerly of CKLW Windsor-Detroit, has joined WHLS Port Huron, Mich.

POLLY PATTERSON, home-economist featured on the five-weekly *Polly & Pat* on KPAS Pasadena, Cal., currently is completing an assignment in the MGM film short, "Home Maid".

GEORGE J. VOGEL, who resigned recently as director of transcriptions for the Coordinator of Inter-American Affairs, has joined the staff of Publicity Associatees, New York. He was at one time commercial manager of KZRF and KZRM in Manila.

MARJORIE CONNOR has resigned as assistant to Harold E. Bisson, manager of NBC's promotion production department, to return to her home in Nashville, Tenn., for an extended rest.

HARRIOT BARROWS, New York and Boston vocal coach and former concert singer, is now at WGN Chicago, to train station soloists and members of the WGN chorus.

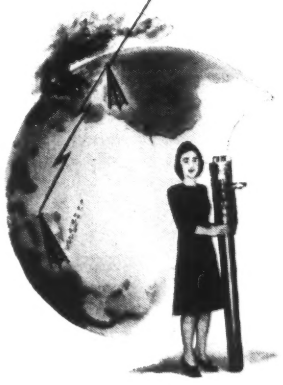
ANTHONY MORSE, announcer of KGO San Francisco, has been assigned commentator on the five-weekly quarter-hour newscast sponsored by Kellogg Co. (Gro-Pup dog food), on 13 BLUE Pacific stations, started Aug. 9.

Last year, our industrial workers
earned wages of over $107,000,000.
And it's been going up ever since.
Last season, Hooper reported
63.8% listening to WSPA.
That's gone up too.

WSPA

Serving the Textile South
from Spartanburg, S.C.
5000 watts day,
1000 watts night,
950 kc. Represented by
Hollingbery.

CBS



Whether for beaming a headline across the world or bringing it into your home, Federal is a leading manufacturer of radio transmitting and receiving tubes, including the giant tubes used by Mackay Radio in its world-wide Communications Service

In your morning paper
It's only an arrow
Creeping toward a dot on the map . . .

But out there
Where the angry earth
Convulses under your feet
From the thundering steamroller charge
It's hell on wheels
As the tanks attack at dawn

* * *

And close on their clawing heels
Spattered with the same mud and lead
As the mopping-up forces
Comes the soldier with the typewriter . . .
The war correspondent

* * *

When you read his eye-witness account
Of how this town was taken
Read between the lines
And give a thought
To the man under the helmet
Whose only command is . . .
Get the story!

* * *

Helping him get the story *through*
Relaying it from field radio
To command outpost
To towering Mackay Radio
Trans-Atlantic radio telegraph station
Is the voice and ear of electronics
The vacuum tube . . .
Giving wings to his words
Just as it helps plane and tank
"Work together better
Because they can talk together"

* * *

Here at I. T. & T.'s manufacturing associate
Federal Telephone and Radio Corporation
Where a great many of these tubes are made
Our hats are off
To the men who use them
To speed victory . . .
Some day they'll help men
Build a better world

IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION *67 Broad St., New York 5, N. Y.*
Manufacturing Associate:
FEDERAL TELEPHONE AND RADIO CORPORATION

ROBERT LYLE FINCH, feature announcer and sportscaster at KMOX St. Louis, has entered the Navy as a lieutenant (j.g.).

DEAN LANDFEAR has joined WMT Cedar Rapids as an announcer.

KENNETH HEADY, conductor of *Spotlight on Sports* on KCMO Kansas City, has been inducted into the Army.

BRUCE WALLACE has been succeeded at WING Dayton, Ohio, as promotion manager by Virginia North.

JOE SPAGNOLA, supervisor of the BLUE's duplicating division, reports soon for Army duty.

MARGARET FARRY, of BLUE sales service has left the network to be married to Lt. Leroy R. Switzer, navigator in the Air Forces.

SIDELLE HERMAN has joined the music department of WLIB Brooklyn, as library assistant.

CAPT. BRICE DISQUE JR., former assistant manager of the NBC script division, now with a troop carrier command in Europe, has been promoted to the rank of major.

PHIL POTTER has joined the announcing staff of WNLC New London, Conn. He was formerly with WDEV Waterbury, Vt., and WWSR St. Albany, Vt.

WALTER KIERNAN, former writer and columnist of International News Service last week started a series of twice-weekly news commentaries on WJZ New York. Mr. Kiernan conducted syndicated column for INS appearing in 85 newspapers under the heading "One Man's Opinion."

LUCY TOWLE, formerly promotion director of WMCA New York, joins NBC this week. She will be in the educational program promotion dept.

H. V. KALTENBORN, NBC Commentator was selected "favorite commentator" in a poll conducted recently by the *Tampa* (Fla.) *Tribune*.

KEYES PERRIN, producer announcer of WOR New York, is the father of a boy.

VAN GEORGE PATRICK has replaced Jim Wells as Sports Director of WBEN Buffalo, Mr. Wells having gone into the Navy.

BERT WILSON, sports announcer of WJJD Chicago, is the father of a girl.

DOUG ADAMSON, formerly of KGGM Albuquerque, has joined the announcing staff of KTSM El Paso.

PAT HEASMAN, girl announcer of WICA Ashtabula, O., has resigned to be married.

FRANK MALLANTS, promotion manager of WIOD Miami, and columnist for the *Miami Daily News*, has been selected by the Sportsman's Club of Dade County as the man who has done the most outstanding work for conservation in South Florida.

SYLVIA FRANKEL, formerly of WMAN Mansfield, O., has joined WING Dayton in charge of special events. Charlotte Howard, former staff vocalist at WLW is now announcer-singer at WING.

BILL BRYAN of WIBW Topeka, has replaced Dave Chapman as news editor of KOMA Oklahoma City. Mr. Chapman is in the Navy.

JAMES WESTOVER, recently with WBAA Purdue U., has joined the announcing staff of WOWO-WGL, Fort Wayne.

BERNARD DUDLEY, formerly heard on WABY Albany, is serving as announcer on *Portia Faces Life* on NBC while George Putnam vacations in California.

BERNARD ESTES, has resigned as publicity director of WHN New York. Mr. Estes was formerly publicity and promotion head of WINS New York.

ROSEMARY CRUIT has joined the continuity department of CJOR Vancouver.

PATRICIA NEILSON, music commentator and announcer of CJOR Vancouver, is to handle the Vancouver Symphony Concerts this summer.

MARION McLEAN, production department of CBR Vancouver, has announced her engagement to Naval writer Kent Lovick.

SUB-LIEUT. MAURICE BURCHELL, formerly of CKY Winnipeg, has been posted to H.M.C.S. Chippewa, Canadian Naval station at Winnipeg.

SUB-LIEUT. TOM BENSON, formerly of CKY Winnipeg, is now stationed at H.M.C.S. Cartier, Canadian Naval station at Montreal.

RON DEACON and Jack Holmes, former announcers of CKX Brandon, Man., now with the Royal Canadian Artillery, have received their commissions as lieutenants.

ones to get ideas from Printers' Ink. The two pictured might easily have been agency people or media men, or any combination you could name. The fact is, all these people know the need for additional sound and varied experience. It leads them to pool information and to stimulate their own thinking by reading Printers' Ink.

This is normal usage for Printers' Ink material, for P. I. builds this usage, this wealth of ideas and information into all its articles. This interpretive editorial policy delivering the "know-how" and "know-why" of advertising, management and sales, provides the vital "difference" that makes Printers' Ink the most quoted voice in the industry.

NEW IDEAS FOR
MARKETING MANAGEMENT

"The Salesman's Wife is vital to this program's success!"

"She's more vital to the salesman, but you're right—she popped up in the Printers' Ink contest story."

"You read it too? You know that article gave me a new slant on the whole idea of wholesaler and jobber distribution. We never tried a quota system like it before and I think you ought to look into it. If we can handle it call in the agency—have it worked up into a full campaign."

"Okay, and that reminds me, I'm changing the list we're using now . . . I got that idea in Printers' Ink too."

* * *

Naturally, advertising and sales management men aren't the only

Printers' Ink

THE MEDIUM FOR MARKETING . . . *always read, often quoted, never ignored*

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

Labor Council Asks Fly Ouster; Says He Blocks Post-War Jobs

Cleveland Building Trades Call on President To Act. Charging Excessive Regulation

IS ORGANIZED labor out after FCC Chairman James Lawrence Fly?

That question is being asked following disclosure that the business agents of the Cleveland Building and Construction Trades Council have adopted a resolution asking President Roosevelt to remove Mr. Fly from the FCC post on the ground that his policies "seem to indicate a purpose to limit and retard the post-war possibilities of the radio and television industries by the imposition of excessive and bureaucratic regulations."

The resolution, adopted by the Council on July 27, was the first direct attack upon Mr. Fly by a labor organization, so far as could be recalled. It was published July 30 in the *Cleveland Citizen*, official weekly newspaper of organized labor in that city. The resolution follows in full text:

Resolution

Whereas, the Building and Construction Trades Department of the American Federation of Labor at its 1942 convention accepted and approved the report submitted by William L. Hutcheson calling attention to the vast promise in after-war jobs for the building industry in the potential expansion program of the radio and television industry;

Whereas, the present policies pursued by the Federal Communications Commission under the Chairmanship of James L. Fly, instead of encouraging such expansion and growth, seem to indicate a purpose to limit and retard the post-war possibilities of the industry by the imposition of excessive and punitive bureaucratic regulation;

Whereas, the American Federation of Labor, at its successive annual conventions, has repeatedly gone on record in opposition to the further extension of the bureaucratic principle in our Federal Government;

Whereas, the management of the radio industry by the present Commission has called forth sharp criticism, not alone from civilian sources but from high representatives of our Armed Forces;

Whereas, the facts submitted to the present House Committee investigating the conduct of the Federal Communications Commission indicate an unhealthy state of affairs in this important body;

Whereas, even if some of the charges which have been publicized may be unproven, a sufficient body of evidence has been submitted to demonstrate that the Commission under the present chairman has fallen down badly on its job of working constructively and fairly with the radio industry, that its policies point definitely in the direction of abridgement of the American principle of free and non-partisan use of the air waves, and that it has created an unwholesome situation which must be cleaned up in the interests of the industry and the nation;

Whereas, it has been clearly demonstrated that Chairman James L. Fly initiates and dominates the decisions of the majority of the present FCC, and therefore, that he is personally responsible for its policies and for their effects;

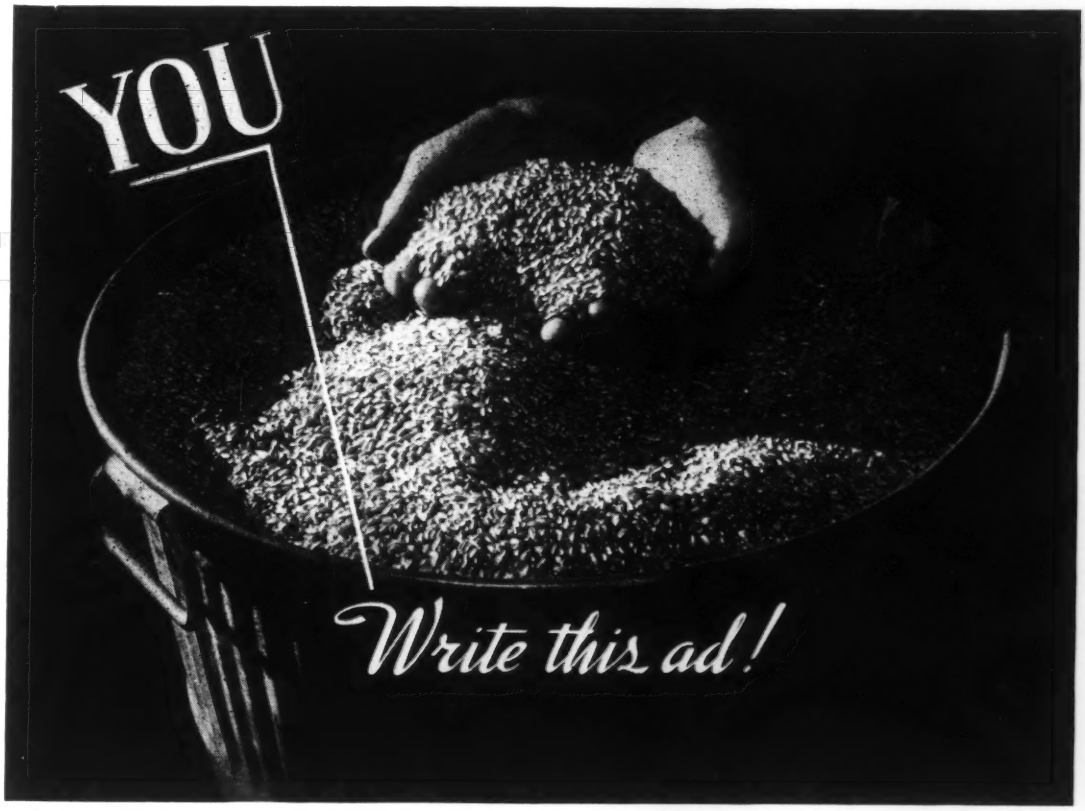
Therefore, be it resolved, that the Building and Construction Trades Council of Cleveland calls upon President Roosevelt to reorganize the FCC to its proper functioning by taking the proper steps to remove James L. Fly forthwith from the Chairmanship of the Commission.

Telegenics

FORESEEING that television will create a special demand for photogenic men and women, Harry Conover, model agency, has opened a special television department at his New York studios, to train models as announcers and demonstrators of advertised products. Mr. Conover thinks television will revolutionize advertising.

Atlantic Beer Places

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), has placed contracts to sponsor spot announcements, two quarter-hour musical programs and a quarter-hour warm-up session preceding college football games beginning Aug. 9. The thrice-weekly quarter-hour, *Tavern Pale Playtime*, will feature The Vagabonds, Negro quartet, on WMAQ, Chicago, beginning Aug. 9, for 13 weeks. A thrice-weekly quarter-hour, *Playtime*, featuring The King's Jester and Winston & Sutton, pianists, will be heard on WBBM, Chicago, for 14 weeks. The quarter-hour pregame session with John Harrington, sports announcer, will be heard on WBBM, Chicago, beginning Sept. 12, and spot announcements will be carried on Chicago stations WBBM WCFL WJJD WSBC and WIND, Gary, until Dec. 31.

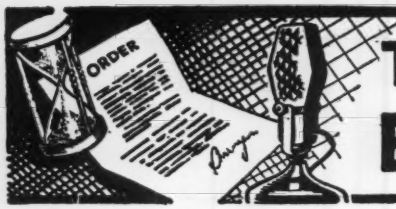


Begin with this bushel of Kansas Wheat! There are 14 million other bushels—to be sold for 20% to 25% more money than last year. Farm and small town folks in Kansas and surrounding states are RICH. The staggering amount received for this wheat crop is only a small part of their total income.

Now—bring out the fact that these suddenly-wealthy folks are WIBW's *regular* listeners. They think we're swell because we give 'em entertainment and services they want, need and understand.

Finally—point out how easy it is for an advertiser to dip *his* hands into this natural wealth by using the preferred medium of this area—WIBW. You'll find you've written a powerful selling ad. Powerful because it's true.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Kenton Pharmacal Co., Covington, Ky. (Histeen), 3 *sp* thru Roche, Williams & Cunnyngham, Chicago.
Pal Blade Co., New York (Pal Blades), 156 *t*, 3 per wk, thru Al Paul Lefton Co., Philadelphia.
Gooch Food Products Co., Lincoln, Neb. (macaroni), 39 *ne*, 3 per wk, thru Potts-Turnbull Co., Kansas City, Mo.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 78 *ne*, 3 per wk, and 130 *sa*, 5 per wk, thru H. W. Kastor & Sons, Chicago.
Good Foods, Minneapolis (Skippy peanut butter), 52 *t*, 1 per wk, thru Garfield & Guild, San Francisco.
Winston-Newell Co., Minneapolis (Red Rooster coffee), 5 *ta* per wk thru Campbell-Mithum, Inc., Minneapolis.
Little Crow Milling, Warsaw, Ind. (Coco Wheats), 162 *sp*, 6 per wk, thru Rogers & Smith, Chicago.
Johnson & Johnson, New Brunswick, N J. (Tek tooth brush), 104 *sa*, 5 per wk, thru Ferry-Hanly Co., New York.
Chamber of Commerce, Excelsior Springs, Mo. (institutional), 15 *sa*, 3 per wk, thru Harry Atkinson, Inc., Chicago.
Allied Mills, Fort Wayne, Ind. (Wayne Feeds), 92 *t*, 2 per wk, thru Louis Wade, Inc., Fort Wayne.
Carey Salt Co., Hutchinson, Kan. (Carey Salt), 156 *sp*, 3 per wk, thru McJunkin Adv Co., Chicago.

KQW, San Jose

Sage Brothers, San Jose (religious), 1 *sp* weekly, 52 weeks, thru Hoskins Adv. Co., Los Angeles.
Citizens Federal Savings & Loan, San Francisco (loans), 2 *sa* weekly, 13 weeks, thru Long Adv. Agency, San Francisco.
Granat Bros., San Francisco (help wanted), 2 *sa* weekly, 13 weeks, thru N. W. Ayer & Son, San Francisco.
Local Loan Co., San Francisco (loans), 17 *sa*, indefinite, thru Hizon & O'Donnell, Los Angeles.
RCA Mfg. Co., New York (electronics), 7 *t*, indefinite, thru Ruthrauff & Ryan, N. Y.

KHJ, Hollywood

Coast Federal Savings & Loan Assn., Los Angeles (investments), weekly *sp*, 13 weeks, thru Robert F. Dennis Inc., Los Angeles.
Interstate Bakeries Corp., Los Angeles (bread), 2 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.
Golden State Co., San Francisco (Golden V. milk), 5 *ta* weekly, 13 weeks, thru BBDO, San Francisco.
North American Aviation Co., Inglewood, Cal. (employment), 5 *sp* weekly, 13 weeks, thru BBDO, N. Y.
Harold H. Clapp Inc., Rochester, N. Y. (baby foods), 2 *sp* weekly, 13 weeks, thru McCann-Erickson Inc., San Francisco.
Nehi Corp., Columbus, Ga. (Par-T-Pak), 5 *ta* weekly, 26 weeks, thru BBDO, Los Angeles.
Colonial Dames Corp., Los Angeles (cosmetics), 2 *sa* weekly, 52 weeks, thru Glasser-Gailey & C Los Angeles.

WKZO, Kalamazoo-Grand Rapids

Consumers Power Co., 1 *sa* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.
Michigan Bell Telephone Co., Detroit, 14 *sa* weekly, 8 weeks, thru N. W. Ayer & Son, N. Y.
Morton Salt Co., Chicago, 10 *ta* weekly, 4 weeks, thru J. Walter Thompson Co., Chicago.
Murphy Products, Burlington, Wis. (feeds), 5 *sp* weekly, 52 weeks, thru Wade Adv. Agency, Chicago.
Republic Pictures, New York, 12 *sa* weekly, 1 week, thru Donahue & Coe. N. Y.
Rex Research Products, Toledo (Fly-Tox), 3 *ta* weekly, 5 weeks, thru Miller Agency, Toledo.
Rit Products, Chicago (dye), 12 *ta* weekly. 17 weeks, thru Earle Ludgin & Co., Chicago.
Sal-Fayne Corp., 3 *t* weekly, 13 weeks, thru Douglas Hall Co., Dayton.

WOR, New York

Agash Refining Corp., Brooklyn (Royal Cook Salad Oil), 5 *sa* weekly, 52 weeks, thru Diener and Dorskind, N. Y.
Best Foods Inc., New York (Force, Presto), 5 *sa* weekly, 13 weeks, thru Arthur Kudner Inc., N. Y.
Hi-V Vitamin Corp., New York (Hi-V Vitamins), 5 *sa* weekly, 26 weeks, thru Applied Merchandising, N. Y.
Griffin Mfg. Co., Brooklyn (Griffin Shoe Polish), 5 *sa* weekly, thru Bermingham, Castleman and Pierce, N. Y.
Maggi Inc., New York (Maggi Seasoning, Maggi Bouillon Cubes), 5 *sa* weekly, thru Needham & Grohmann, N. Y.
Kenmore Publishing Co, New York (*Mathematics Made Easy*), 2 *sp* weekly, 8 weeks, thru Weiss & Geller, N. Y.

WENR, Chicago

Ralston-Purina Co., St. Louis (cereals), 5 *ne* weekly, 26 weeks, thru Gardner Adv. Agency, St. Louis.
Longines-Wittnauer Watch Co., New York, 6 *sp* weekly, 39 weeks, thru Arthur Rosenberg Co., N. Y.
Beich Candy Co., Bloomington, Ill., 52 *sa*, thru Arthur Meyerhoff & Co, Chicago.
Consolidated Royal Chemical Corp., Chicago (Krank's Shave Kreem), 260 *sa*, thru Arthur Meyerhoff & Co., Chicago.
Esquire, Inc., Chicago (*Coronet Magazine*), 12 *sa*, thru Schwimmer & Scott, Chicago.
Thomas J. Webb Co., Chicago (coffee), 312 *sa*, thru Schwimmer & Scott, Chicago.
Washington Park Jockey Club, Homewood, Ill., 35 *sa*, thru Al Paul Lefton Co., Chicago.

KONO, San Antonio

Carter Products Co., New York (Carter's Little Liver Pills), 6 *ta* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
True Story Magazine, New York, 5 *t* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds, Palmolive soap), *ta*, thru William Esty & Co., and Ted Bates Inc., N. Y.
Ex-Lax Inc., Brooklyn (Ex-Lax), 5 *ta* weekly, 19 weeks, thru Joseph Katz Co., N. Y.
Beaumont Labs., St. Louis (Four-Way Cold Tablets), *sp* 19 weeks, thru Donahue & Coe, N. Y.
Grove Labs., St. Louis (Grove's Vitamins), *sp* 26 weeks, thru Donahue & Coe, N. Y.

KPAS, Pasadena, Cal.

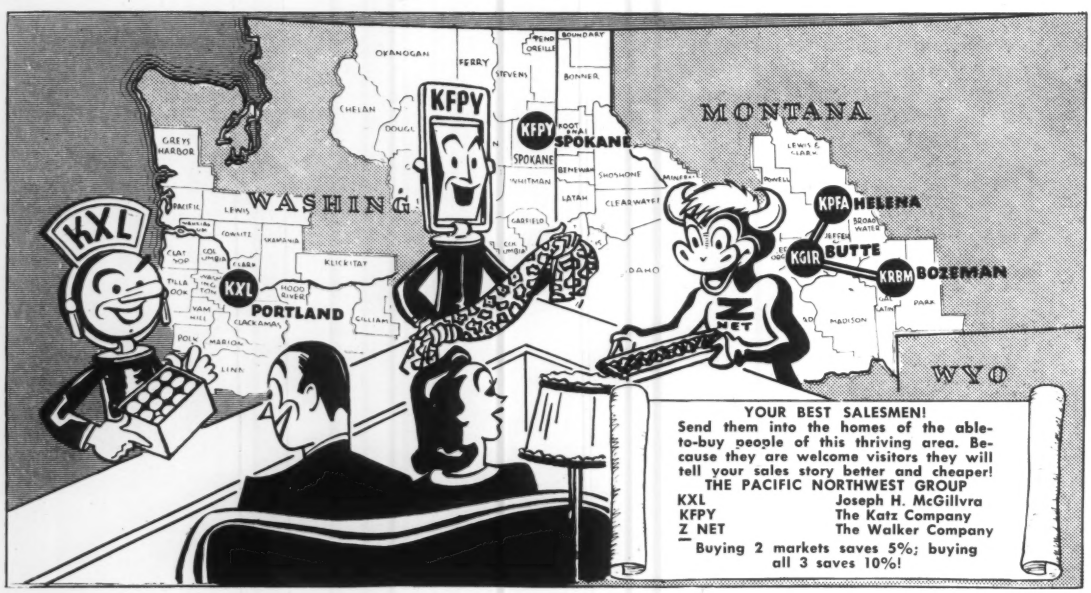
Basic Foods Inc., Los Angeles (vitamins), 5 *sp* weekly, 52 weeks, thru Elucidator Publications, Hollywood.
Knox Co., Hollywood (Cystex, Mendaco), 7 *ta* weekly, thru Allen C. Smith Adv., Kansas City.
Wilson & Co., Los Angeles (ham, bacon), 2 *sp* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.
Sunway Fruit Products Co., Chicago (vitamins), 6 *t*, 4 *sa* weekly, 26 weeks, thru Sorensen & Co., Chicago.
Federal Life & Casualty Co., Los Angeles (insurance), 3 *sp*, 8 *t*, weekly, 13 weeks, thru Allied Adv. Agencies, Los Angeles.

WNEW, New York

Charms Candy Co., Bloomfield, N. J. (Tastyeast), 9 *sa* weekly, 13 weeks, thru C. L. Miller Co., N. Y.

KFAC, Los Angeles

Young's Dental Manufacturing Co., Los Angeles (dental products), 78 *ta*, 13 wks, thru the Mayers Co., Los Angeles.



WKY EXPLOITING FASHION SERIES

A NEW approach toward interesting local merchants in radio, and a new service for women listeners is under test in Oklahoma City this month, where WKY is presenting Marjorie Howard, dean of Paris fashion correspondents, in a series of studio appearances and broadcasts on fashions.

Miss Howard was first introduced Aug. 4 to more than 150 local merchants, store executives and buyers at a luncheon in the Skirvin Tower Hotel. At that time, Gayle V. Grubb, WKY manager, explained that the fashion series did not represent a new program, or new artist or feature, but a complete new service to round out radio's services to the women. He said WKY was already catering to two feminine interests—the home and children, and that through the fashion broadcasts it would appeal to the woman herself.

Miss Howard was again introduced at an open house in the WKY studio on Aug. 6, from 2-4 p.m., and 8-9:30 p.m. She will hold weekly fashion parades in WKY Studio A on Tuesdays 2-3:30 p.m. Her broadcast schedule includes a Mon.-Fri. series *Fashions Today*, 11:45 p.m.-12 noon: *Sincerely, Marjorie Howard*, Fri. 9:45-10 p.m., *Fashion-wise and Otherwise*, Sundays 5:30-5:45 p.m.

Bond Sales at Stations 80 Millions During Year

WAR BONDS and Stamps totaling $80,243,968 were sold by 455 of the nation's radio stations acting as official issuing agents for the sale of Stamps and Bonds during the year from July 1942 through July 1943, according to a report from the Treasury Dept. Total sales of series E War Bonds during the period were $8,271,277,000.

Heading the list were New York stations which accounted for $15,536,256.86 in Bonds and Stamps during the period. Pennsylvania stations were second with $9,368,677.85. In third place were Ohio stations with $7,288,672.45; Missouri $5,262,010, California $4,774,415.55, Iowa $4,671,522.

Sacred Series Expands

HEBREW EVANGELIZATION Society, Los Angeles (religious), sponsoring the six-weekly half-hour transcribed program *Hebrew-Christian Hour* under a revision of schedule in early August added 13 stations to its list making a total of 33 outlets. Contracts are for 52 weeks. New stations include WSBC, Chicago; WISR, Butler, Pa.; WSAR, Fall River, Mass.; WRUF, Gainesville, Fla.; WBIG, Greensboro, N. C.; WIBA, Madison; WEMP, Milwaukee; WKST, New Castle, Pa.; WELI, New Haven, Conn.; WNOE, New Orleans; WOV, New York; WTSP, St. Petersburg; WTCN, Minneapolis; KFIO, Spokane. Other stations will be added. Tom Westwood Adv. Agency, Los Angeles, has the account

CKCA Kenora, Ont., has added Press News Ltd. 60 words a minute teletype service.

Radio Advertisers

WASHINGTON PARK JOCKEY Club, Homewood, Ill., has placed a varying schedule of from five to 10 spot announcements weekly for the duration of its August-September meeting on WBBM WENR WMAQ WGN WCFL WAIT WJJD WAAF in Chicago, and WIND Gary, Ind. Agency is Al Paul Lefton Co., Chicago.

JACOB REED'S SONS, Philadelphia (clothiers), has renewed its sponsorship of a half-hour period, Sundays 4:30 p.m., on KYW Philadelphia, for 13 weeks. Reed's will present the transcription series, *Great Personalities in American Industry*, placed by Seberhagen Inc., Philadelphia.

KEYSTONE Automobile Club Casualty Co. of Philadelphia, Pa., has renewed its Thursday quarter-hour variety show on KYW Philadelphia, for 13 weeks. Titled, *Keystone Musical Milestones*, the program has been sponsored for the past two-and-a-half-years. Agency is Gray & Rogers, Philadelphia.

CITRUS PRODUCTS Co., Chicago (Kist beverages), has purchased 234 five-minute transcribed dramatic programs which will start this fall on KGMB Honolulu, twice-weekly. The account was placed direct.

CLUB ALUMINUM PRODUCTS Co., Chicago (household cleaners), at present sponsoring chain breaks on WMAQ Chicago, and WCFL Chicago, beginning Sept. 13 will sponsor a varying number of chain breaks from nine to 13 weeks on WJZ WOR WWJ WJR KSD. Agency is Blackett-Sample-Hummert, Chicago.

SIERRA CANDY Co., San Francisco, has extended *Song of Freedom*, running for past year over KJBS San Francisco, to KROY KGDM KFRE KPMC KDON KHSL KVCV KIEM. Agency is Robert B. Young, San Francisco.

YAMI YOGURT PRODUCTS Co., Los Angeles (dairy product), in a 13-week campaign which started recently is sponsoring five-weekly participation in *Norma Young's Happy Homes* on KHJ. Agency is Erwin Wasey & Co., Los Angeles.

W. & J. SLOANE & Co., Los Angeles (retail furniture chain), recently started sponsoring a weekly quarter-hour live musical program, *Sunday Serenade*, on KFI. Placing direct, contract is for 13 weeks. Ed Colmans is announcer and Sid Goodwin producer. Sloane Beverly Hills store sponsors a daily quarter-hour newscast on KMPC.

Caters to Bovines

WHIO DAYTON has extended its listener satisfaction from the homo sapia group to a new field, that of making cows more contented. Genesis of this venture came the other morning when Janet Will called Bud Baldwin, announcer of *Breakfast in Bedlam* and asked him to give her herd of cows more contentment. It developed that the playing of certain recordings made the 13 cows and one bull belonging to Miss Will very quiet and satisfied with life. Also note: The milk production of the cows has increased.

COOPERATIVE Transit Co., of Wheeling, recently celebrated its tenth anniversary with a series of radio programs over WWVA. Three of the programs were interviews with transit company oldtimers who introduced dramatized stories of early transit developments. The final program, called "Through The Years With Cooperative", was a cavalcade of early transportation in Wheeling.

RELIABLE USED CAR Co., Jamaica, N. Y., on Aug. 4 started a test rampaign on WMCA New York, seeking to purchase used cars. Other stations may be added. Agency is John W. Loveton, New York.

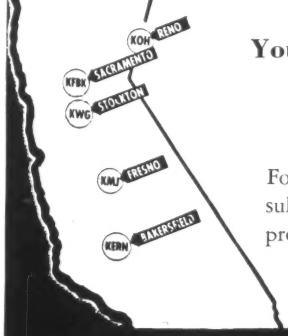
AN EARLY MORNING women's interest program on WOR New York, is being used by Titeflex Metal Hose Co., Newark, N. J., to recruit women workers. Firm is engaged in the manufacture of products for airplanes, and effective Aug. 9 started participations on *Pegeen Prefers*, six times weekly program in the 8:30-9 a.m. period. Agency is Chas. Dallas Reach Co., Newark, N. J.

CANADA STARCH Co. Ltd., Montreal (Crown Brand corn syrup) starts on Aug. 30 *Secret Service Scouts* and *Crown Brand Sports Club* on CFRB Toronto, twice weekly. Account was placed by Vickers & Benson Ltd., Montreal.

LYMAN AGENCIES Ltd., Montreal (Milton antiseptic) has started the Blue network program *Counterspy* on CFCF Montreal, weekly. Account was placed by Ronalds Adv. Agency Ltd., Montreal.

FEDERAL OUTFITTING Co., San Francisco (national clothing chain), on Aug. 9 started nightly 60-minute transcribed musical program with news commentary on KGO San Francisco. Contract is for 52 weeks. Rhoades & Davis has the account.

CALIFORNIA COVERAGE



You'll hear a lot about the

BEELINE

Follow it to profitable radio results in one of America's richest producing areas.

McCLATCHY BROADCASTING COMPANY

KRLD

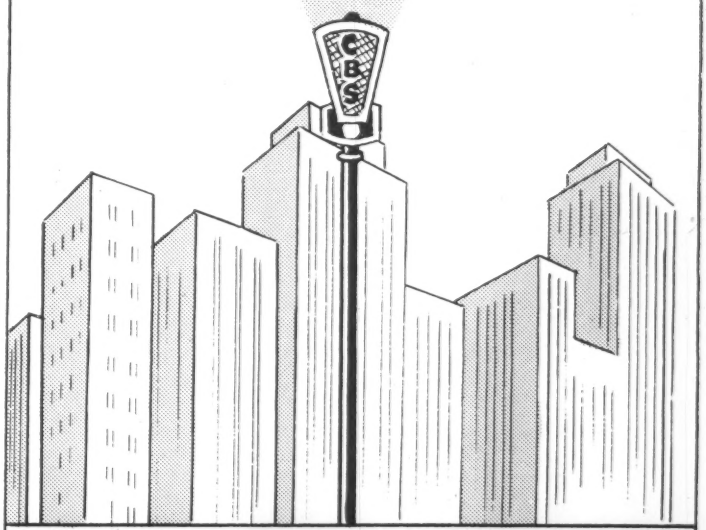
DOMINANT

IN THE *Southwest's*

RICHEST MARKET

WITH CBS SERVICE

50,000 WATTS



KRLD

THE TIMES HERALD STATION DALLAS

50 K. W. — *The Branham Company* EXCLUSIVE REPRESENTATIVES — 1080 K. C.

Agencies

CHARLES A. HOLCOMB and R. B. Raynolds, account executives of Alley & Richards Co., New York and Boston, have been made partners in the agency.

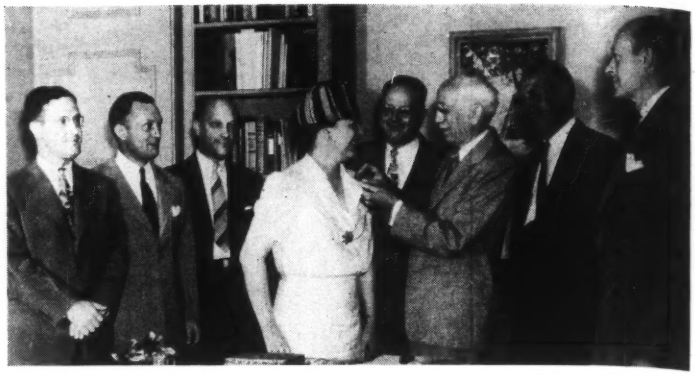
FRANK P. WAGENER, formerly a partner in the Turner-Wagener Adv. Co., Chicago, and more recently an account executive of C. Wendel Muench Co., Chicago, has become an account executive of Paul Grant Adv., Chicago.

MICHAEL F. FORSTADT, formerly copy chief and director of the commercial advertising division of King Features Syndicate, has joined Lawrence C. Gumbinner, Adv., N. Y.

TOD REED, account executive on the Detroit staff of Ruthrauff & Ryan, since 1938, has been elected a vice-president of the agency. Before joining R & R, Mr. Reed was associated with *Look Magazine*, with General Household Utilities Co., in charge of advertising, and with Frederick & Mitchell, as publicity director.

JAMES FONDA, former producer of Foote, Cone & Belding, now in the Army Special Services radio division, is being transferred from New York to Hollywood.

MAJ. CORNELIUS VANDERBILT Jr., has joined Russell Birdwell & Associates, New York, as an associate. Maj. Vanderbilt, who has been hospitalized until recently, has been retired by the Army. He will divide his time between the public relations firm's offices in New York, Chicago, Washington, and Beverly Hills, Cal.



WELCOMING Mrs. Erma Perham Proetz, executive vice-president, into the ranks of Gardner 20-year veterans at Gardner Adv. Co., St. Louis, is Howard S. Gardner, chairman of the board, who presents the gold emblem while other agency veterans look on. Attending the ceremony were (l to r): C. E. Bolgard, media dept.; J. M. Goldbeck, production manager; E. A. W. Schulenburg, secretary; Mrs. Proetz; C. P. Michels, vice president; Mr. Gardner; J. C. Sutter, production billing dept.; Jerome F. Kircher, vice-president. One 20-year member was absent: J. F. Kirchhoff, assistant treasurer.

H. H. (Pete) HINDLEY, former account executive of Al Paul Lefton Co., Hollywood, has been appointed San Francisco manager of Allied Adv. Agencies.

CLYDE L. WOOD has discontinued his personal service representation to become Hollywood radio casting director of Foote, Cone & Belding.

HENDRIK BOORAEM, Hollywood producer of Young & Rubicam, has joined the Navy as lieutenant (j.g.). His assignment on the CBS *Burns & Allen Show* will be taken in the fall by Carroll O'Meara.

CECIL UNDERWOOD, West Coast radio director of Needham, Louis & Brorby Inc., Hollywood, returns to his desk in late August following a series of conferences in New York and Chicago.

NANETTE JOSEPHS, formerly timebuyer of BBDO, will replace Florence Starr Carson when the latter resigns as timebuyer of J. D. Tarcher Co., New York, Aug. 20, to join her husband on the West Coast.

BILLY R. PRAG, for the past six years a member of the research department of Blackett-Sample-Hummert, Chicago, has joined the advertising and marketing research staff of Quaker Oats Co., Chicago.

F. KENNETH BEIRN, formerly with Pedlar & Ryan, N. Y., and for the past year with the OWI in Washington, has joined Blackett-Sample-Hummert, Chicago, to handle the Procter & Gamble, Cincinnati, account.

NANCY SHORES, former program director of KZRH Manila, P. I., has been appointed chief of the copy staff of Goldman & Gross Adv. Co., Chicago.

LAWRENCE H. LIPSKIN, formerly chief copywriter of Columbia Pictures, has joined Donahue & Coe, New York, as copywriter.

ROBERT RODMAN, editor of *Practical Pharmacy Edition* of the *Journal* of the American Pharmaceutical Assn., will soon join Murray Breese Assoc., N. Y., specialists in pharmaceutical and food advertising.

M. P. FRANCESCHI, general manager of Foote, Cone & Belding, New York, has been elected a vice-president and senior executive of the agency.

RICHARD HUBBELL, of the radio department of N. W. Ayer & Sons, New York, has left for Seattle, to confer on plans for a radio program for Boeing Aircraft Co., Seattle.

William Elwood Cox

WILLIAM ELWOOD COX, 57, vice-president of Norris-Patterson, Toronto agency, lost his life Aug. 2 at Buttermilk Falls, Ont., while trying to rescue his 19-year-old son, Alan, from drowning. Father and son had been diving together and when the son got into difficulties, his father dived in after him. The two had nearly reached safety when the father's heart gave out under the strain. The bodies were taken from nine feet of water 20 minutes later. Mr. Cox had been with the agency since 1918, becoming vice-president last year.

Drops Accounts

FOOTE, CONE & BELDING, New York, has announced that it will no longer handle the NBC and the BLUE network accounts. This is in accordance with a permanent policy adopted by the agency not to handle media accounts.

PHILIP BERNSTEIN, vice-president of Bozell & Jacobs, Chicago, has been appointed district manager of the Chicago office of Universal Match Corp.

RALPH HARRIS, formerly with Associated Merchandising Corp., and Mears Adv., New York, has joined Abbot Kimball Co., New York, as account executive.

"IF YOU'RE FIXIN' TO SWING SOME RED RIVER VALLEY BUSINESS YOUR WAY— REMEMBER THAT WDAY, AT FARGO, IS THE ONLY STATION YOU NEED TO COVER THE WHOLE VALLEY!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE AFFILIATED WITH THE FARGO FORUM FREE & PETERS, NAT'L REPRESENTATIVES

WDRC

CONNECTICUT'S PIONEER BROADCASTER

RETAIL SALES UP Again In September

A predicted increase, according to Sales Management, of 9.1% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.

CBS

Blue Sales Provisions Submitted

(*Continued from page 7*)

thing more than a legal review, plus an accounting breakdown, will be required, since there are no technical questions involved in the station transfers. They do not entail applications of an engineering nature, except for the outstanding construction permit for WJZ to remove its transmitter site to Lodi, N. J., and install new equipment.

Summed up, the data filed with the FCC covers:

Contract by Mr. Noble to buy the BLUE Network Co., either through acquisition of all of its capital stock or all of its assets, for $8,000,000 cash, with a $1,000,000 deposit already in escrow at the Bankers Trust Co., New York.

Mr. Noble has assigned this contract as an individual to the American Broadcasting System Inc., for $1. He has made available to ABS $3,000,000 which will be forthcoming from Bankers Trust Co. on a collateral loan (Bankers Trust Co. is Mr. Noble's fiscal agent).

This $4,000,000 ($1,000,000 deposit in escrow and $3,000,000 from Mr. Noble through Bankers Trust Co.) is to be paid to ABS for 400,000 shares of its common stock—all that has been issued.

ABS agrees to pay RCA the $8,000,000 within three days following FCC approval of the transfer—$4,000,000 of which it will have procured direct from Mr. Noble and $4,000,000 on loan from the three banks.

The Commercial National Bank & Trust Co. of New York advances $1,000,000, Bankers Trust Co. $1,500,000 and Central Hanover Bank & Trust Co. $1,500,000 to make up the second $4,000,000 segment. The agreement with the banks, bearing date of Aug. 10, provides that the money shall be advanced to ABS prior to November 15, 1943, unless a later date is agreed to. The notes are for four years, bearing interest at two per cent per annum, but with a proviso for prepayment at any time.

Customary protective clauses, covering default, bankruptcy, acts of Congress and other possible contingencies are embraced in the detailed contract on the loans, along with other protective provisos applicable to the transaction itself. For example, it is specified that the BLUE maintain a ratio of assets to liabilities exclusive of intangible assets of at least $1,000,000. Provision is made that, so long as ABS owes the banks on the notes, it will not, without the consent of the banks, do anything that would disturb the status of the stock ownership and the control of the company in Mr. Noble's hands.

ABS may not borrow additional money, except that it may borrow in an amount not exceeding $1,500,000 at any one time for the acquisition of plant and equipment. This presumably is designed to take care of prospective entry into the fields of FM and television and for maintenance and repair.

Dividends may not be declared (unless payable in capital stock of the company) except out of earned surplus and then only if at the same time a sum

ANNOUNCER WANTED

by

Major Network Station in FLORIDA

Want a man experienced in handling "Musical clock" type of program. Give details as to draft status, experience and minimum salary requirements in first letter.

ADDRESS BOX 190 BROADCASTING

PLANES MUST FLY
and Safely!
From Blaw-Knox steel towers all across the country go a constant stream of signal impulses by radio, to keep a flyer on the beam — and bring him safely in. You may be sure that every Blaw-Knox vertical radiator — whether for broadcasting or for aviation — is built to measure up to all of its wartime responsibilities.
BLAW-KNOX DIVISION OF BLAW-KNOX CO.
Farmers Bank Bldg., Pittsburgh, Pa.
ARMY NAVY
BLAW-KNOX
VERTICAL RADIATORS
FM & TELEVISION TOWERS

at least equal to the amount of such dividend or other distribution shall be paid out of the earned surplus to the banks.

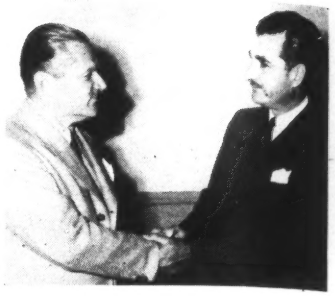
ABS gives as its New York offices Room 332, 120 Broadway. Its officers, in addition to Mr. Noble as president, director and owner of all the outstanding stock, are Earl E. Anderson, vice-president, and C. Nicholas Priaulx, secretary and treasurer. Both are associates of Mr. Noble in practically all of his ventures. Mr. Anderson is president of WMCA, while Mr. Priaulx is treasurer and general manager of the station. Both, it is expected, will be identified with the BLUE in executive capacities but probably not as operating officials.

Mr. Noble has stated that he intends to keep the operating structure and personnel of the BLUE intact, and asserted in his transfer application it was his intention to operate the network as at present, but with a view toward improving its overall public service operation. Mr. Noble also has stated that he proposed later to offer an opportunity to affiliates of the BLUE to participate in the ownership, and also to allow management (meaning primarily President mark Woods and Executive Vice-President Edgar Kobak) to participate in ownership. He intimated too that the public eventually would be permitted to buy stock.

Under the loan agreement with the banks, however, Mr. Noble must retain at least 51% control of the company until that obligation is paid. It was doubted whether any public stock sale would ensue for some time—perhaps two years—although the affiliate - management participation might come sooner.

Gas Casualty

TRANSPORTATION difficulties have taken their toll at WLAW, Lawrence, Mass., where a six year old *Audition on the Air* program has been replaced by the transcribed *The Weird Circle* because talent finds it difficult to get to the WLAW studios. Program's sponsor, Curran & Joyce Co., says it is anxious to get *Auditions* back, and will try again in 26 weeks.



NEW RADIO commentator Rex Miller (left), associate professor of USC, Los Angeles, receives congratulations from Sydney Gaynor (right), general sales manager of Don Lee Broadcasting System, Hollywood, following initial broadcast on Pacific network stations on Aug. 3. Wildroot Co. is sponsor of the twice - weekly commentary. Contract is for 52 weeks. Prof. Miller is a former foreign correspondent and editor.

Station Inventories

RCA's application for transfer of the BLUE, as the owner of that network, was submitted by C. E. Pfautz, assistant secretary and manager of RCA Frequency Bureau. The application explained that the purpose of the transfer was to effect a separation of the business of the BLUE from that of RCA (which also owns NBC) to comply with sections 3.106 and 3.107 of the Commission's Rules and Regulations dealing with networks. These rules preclude the maintenance of more than one network program service by a single licensee.

The inventory of the BLUE's three owned and operated stations (WJZ WENR and KGO) showed an aggregate original cost of $460,092.90; an original cost less depreciation of $87,690.98 and a replacement cost of $552,592.90. The figures were as of June 30, 1943.

The grand total of technical equipment, including antennas, studio equipment, furniture and fixtures and real estate (with the exception of the new WJZ site at Lodi) was placed at $856,627.83, original cost; $160,873.53, original cost less depreciation; and $998,343.23 replacement cost.

The consolidated statement of income and expenses of the BLUE through June 30 showed gross income of $8,083,248.47 from Jan. 1 to June 30 as compared to $5,643,743.15 for the corresponding period last year. Net income before taxes aggregated $794,955.47 for the 1943 period to June 30 against $95,728.30 for the same period in 1942. Net income after taxes from January to June 1943 totaled $305,955.49 compared with $52,628.30 for the corresponding period of 1942.

The BLUE balance sheet as of June 30, 1943 showed cash in bank of $1,660,133. Notes and accounts receivable aggregated $1,470,037. Due from RCA was $29,659. The total current assets were given as $3,159,830. This compared to $2,024,223.95 at the first of the year.

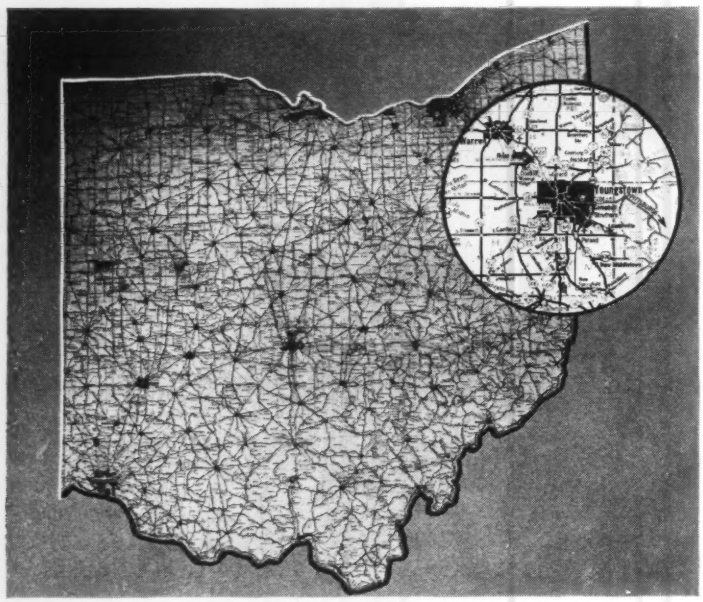
Plant and equipment was listed on the books as $302,131.25. The item of "good will' for the network as a going concern was evaluated at $568,218. Deferred charges, such as taxes and insurance, were quoted at $111,123.86. Total assets were $4,179,304.07.

Liabilities Shown

Current liabilities of the BLUE were placed at $1,941,355.53 as of June 30. The capital stock figure was $100,000 for 1,000 shares. The capital surplus tabulation showed: Capital $903,273.66; paid in (cash) $900,000, with the total capital surplus as $1,803,273.66. Earned surplus as of Jan. 1 was $29,719.39. Net income in 1943 to June 30 aggregated $304,955.49. The total earned surplus was $334,674.88. Total capital stock and surplus, therefore, aggregated $2,237,948.54. Total liabilities and capital were $4,179,304.07.

The application of ABS showed that the corporation has 500,000 shares of common stock valued at $10 per share, with 400,000 assigned to Mr. Noble as of Aug. 9. Practically all of the documents, other than those under which Mr. Noble himself transferred his contracts and agreements to ABS, were signed by Mr. Priaulx.

In the formal application Mr. Noble said he contemplated "no



In Ohio's First Three!

In choosing highspot markets for Fall, smart timebuyers, selecting standout stations in the nation's standout markets will select WKBN in Youngstown—*Ohio's Third Largest Market.**

The big Youngstown Steel Centre (491,974 people in the Metropolitan Market, alone) is doing a great war production job! And the CBS station is doing a great Radio Job in Youngstown. *For, WKBN is the only Youngstown station that completely covers this important market!*

In addition, with its 5000 watts of power on 570 kilocycles, WKBN commands a potent *Primary* Influence-Power among 1,599,819 people in Northeastern Ohio and Northwestern Pennsylvania.

This powerful station can mean more sales, more influence for you *now* and in important postwar years.

5000 WATTS 570 KC
WKBN
YOUNGSTOWN, OHIO

*U. S. Dept Commerce

Represented by: PAUL H. RAYMER CO.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

change in the service of the licensee corporation". He added that he would "seek to enlarge upon the public service features of the licensee corporation". Listed as counsel for "general legal advice" was Alvord & Alvord, New York and Washington, tax attorneys. Alger B. Chapman, a member of the firm, was said by Mr. Noble to have supplied this advice.

Assets of ABS

ABS was incorporated in Delaware on March 9, 1943, presumably for the purpose of taking over the BLUE Network Co. Charters have been issued to permit the company to do business in New York State, Illinois and California—the locations of the three stations which would be acquired outright. Frank G. Taylor was listed originally as the president of ABS. Under the revised transaction, however, Mr. Noble became its president.

The balance sheet of ABS as of Aug. 10 showed current assets of $8,001,000. It set forth that 400,000 shares had been issued in exchange for cash aggregating $4,000,000 and that $4,000,000 additional was being borrowed on notes of the company in accordance with the banking agreement. Minutes of a board meeting of ABS on Aug. 9 covered the transaction whereby the corporation acquired the agreement to purchase the BLUE, and Mr. Noble is purchaser of the 400,000 shares for $4,000,000.

Included also was a letter from H. E. Whitney, vice-president of Bankers Trust, advising Mr. Noble that the bank had placed at his disposal "a credit of $3,000,000 available to you on demand any time within the ensuing six months". This $3,000,000, plus the $1,000,000 deposit in escrow, constitutes the $4,000,000 initial payment.

The primary condition on the $4,000,000 loan from the three banks was that the funds would not be delivered until ABS, to the satisfaction of the banks, has acquired "complete and indefeasible title, free from any liens or encumbrances, to all the outstanding shares of the capital stock of the BLUE Network Co. Inc. under the terms of the agreement" with RCA. There must be delivered to the bank a copy of the FCC order, duly certified, approving the purchase by ABS of the BLUE stock.

The July 30 RCA agreement, also filed with the FCC, signed by David Sarnoff, RCA president and Mr. Noble, set forth that the $1,000,000 down payment had been placed in escrow and that the transaction was to be consummated upon three days' notice of the approval by the FCC of the transfer, at which time Mr. Noble will deliver $7,000,000 in cash along with the release of the $1,000,000 deposit.

Officials Described

The Aug. 2 amendment specified that, in the event FCC approval is not obtained, as required by section 310(b) of the Communications Act of 1934, on or before Nov. 1, 1943 "this agreement shall terminate."

In response to the questions as to the background of the directors of the proposed transferee, Mr. Noble was described as chairman of the board of Life Savers Corp.; owner of the Thousand Islands Estates and Thousand Islands Club, Alexandria Bay, N. Y., a summer resort and country club; member Industrial Advisory Committee, Federal Reserve Board of New York; chairman, Board of Trustees, St. Lawrence Univ.; founder Edward John Noble Foundation, an organization formed for charitable, educational and religious assistance; during past six years has served as a director of Union Bag and Paper Co., chairman Civil Aeronautics Authority and Under-Secretary of Commerce.

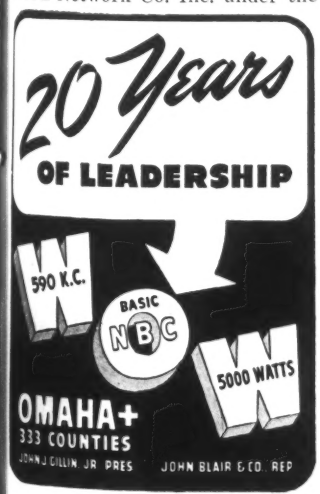
Mr. Anderson, listed as vice-president and director of ABS, was described as president of WMCA; director United Drug Inc., United Drug Co., Liggett Drug Co. Inc. and Life Savers Corp; vice president and director of Petroleum Exploration Co. Inc.; vice president of Prairie States Oil Co. and chairman, Investment Committee, St. Lawrence Univ.

Mr. Priaulx was listed as secretary-treasurer and director of ABS and also as treasurer and general manager of WMCA Inc. He was for a number of years active in the field of public accounting as a partner in the firm of Beairsto & Co.

Co-op Feature to Return For 13th Year on the Air

PERENNIAL Mutual network cooperative series, *The Shadow*, is scheduled to return to the air Sept. 26 for the 13th consecutive year. Program is sponsored by the Delaware, Lackawanna & Western Coal Co. (Blue Coal) on 22 Mutual outlets in the East, and by local advertisers on 83 affiliated stations.

Charles Michelson Radio Transcriptions, New York, announces it handles the cooperative feature which is not an exclusive Mutual show but is also carried by many non-Mutual stations.



A NEW KIND OF "GOOSE STEP"

War-time radio really let ol' Musso have it where it hurts! Getting rid of him was just one of the many big jobs radio took care of while General Eisenhower and the boys went to work on Italy.

Action is what Gates radio equipment has been getting plenty of in this war . . . and that's where all current Gates equipment is going . . . right where the action is the thickest! That is also why Gates facilities are so greatly expanded and why Gates technical developments and new engineering methods will be turned quickly to the use of the broadcasting industry when the war is won. Battlefields are Gates proving grounds . . . proving that Gates equipment of the future will be produced at a lower initial cost and perform longer on a lower maintenance cost.

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment — whether you are Gates-equipped, or not.

Gates
RADIO AND SUPPLY CO.
QUINCY, ILLINOIS, U. S. A.
Manufacturing Engineers Since 1922

Press Comment

(*Continued from page 10*)

Rayburn for permitting Rep. Cox (D-Ga.) to continue as chairman of the FCC investigating committee, because of the alleged acceptance by the Congressman of a $2,500 fee from WALB, Albany, Ga. for "legal expenses after he had importuned the FCC to grant that station a license".

The New York phase of the hearings, the *Post* said, followed in the same vein as the Washington proceedings. The newspaper reflected the oft-repeated attitude of Chairman Fly regarding the overall proceedings. Each "new smear" of the committee, said the editorial, not only reflects upon Speaker Rayburn but also "advertises the pusillanimity of the Attorney General who refuses to submit the Cox case to a grand jury in accord with the law of the land".

The *Collier's* editorial called upon Congress to pass a suitable amendment to the Communications Act, stating how far the FCC may go in radio and stating it clearly. "This amendment should make it impossible for the FCC to deprive broadcasters of property or to abrogate their contracts without due process of law; it should kill off the FCC's incessant attempts to censor radio programs, and should take away its present life-and-death licensing power over radio stations."

Declaring Mr. Fly has "long been a demagogic little hater of business", *Collier's* said his "outcries" should be discounted accordingly. Cox, it added, "is apparently not a 100% lily; appears to be a rather narrowly conservative sort with a vengeful streak." It then called upon Congress to settle the fight and avoid others like it "by putting Mr. Fly and his FCC in their proper place. They are all over the radio lot now, because of the nature of the law under which they operate." It pointed out that the Supreme Court in its memorable May 10 opinion, while it upheld the FCC's "power grabs", nevertheless said that it was up to Congress, and not the courts, "to clip the FCC's claws".

"We know of no greater single blessing that could come to American radio at this time," said *Collier's* in pleading for legislation. "Since radio is a tremendous influence in American life, we'd all share in that blessing."

PM Critical

PM, in a direct foray against the *Collier's* editorial Aug. 9, called it an "evil editorial on the current Congressional scalp-hunt" into the FCC, and also alluded to Judge Cox' alleged acceptance of "illegal fees" from a radio station in his home state. Chairman Fly was described as a "courageous, straight-talking Annapolis man from Texas, who has had the unprecedented gall to enforce the anti-monopoly provisions of the Federal Communications Act against the radio networks."

After an all-inclusive attack upon the Cox Committee procedure, which *PM* said "has proved embarrassing to even Fly's worst-wishers", *PM* defended the FCC's record and Mr. Fly as the "only friend the little man in the radio business has". The very idea of censorship is "poison ivy to the FCC", the newspaper stated, even though it has the right under the Communications Act to censor obscenity and the like off the air.

Garey vs. Fly Battle Remains Heated As FCC Head Levels Further Charges

THE BATTLE of words over the House Select Committee inquiry into the FCC continued unabated last week and remained a leading topic in radio circles, as Eugene L. Garey, general counsel of the investigating group, leveled new charges against alleged efforts of the FCC to control the destinies of foreign language stations, with FCC Chairman James Lawrence Fly continuing to brand as "false" practically all statements made by the committee counsel.

Hive of Ideologies

Mr. Garey at a press conference in New York Aug. 7, following the first week of hearings on the foreign language phase of the inquiry, said testimony showed the FCC and the OWI foreign language section had built up "a hive of alien ideologies" in foreign language stations. He attributed to the FCC the placement of foreign language staffs of many stations and asserted that neither the FCC nor OWI had the legal power to "do what they are doing" in respect to the staffing of these stations.

Contending these actions constituted censorship, Mr. Garey said the next step might be to carry through to religious programs and then to the press.

Mr. Fly answered the Garey accusations both in a press release issued Aug. 7 and at his news conference last Monday. In his formal statement he said that the Cox Committee charges were "irresponsible" and that they followed the pattern of "judicial" conduct which characterized the whole proceeding. He commented it was "somewhat startling to see the Cox Committee counsel step out publicly in favor of pro-Fascist broadcasts in this country and, at the same time, charge this Commission with endeavoring to force its 'political' beliefs on the broadcasters."

Claiming that the FCC had not gone afield, Mr. Fly said the Commission would be derelict in its duties, especially in time of war, if it did not check on these domestic stations broadcasting "in the enemy's own language". He held the stations almost without exception have welcomed this service as a "protection to themselves and as an assistance in their efforts to promote war activities". Moreover, he pointed out, the Commission had not found it necessary to "revoke a single license to prevent these grave abuses."

Calls It Typical

Mr. Fly branded the Garey attack as "typical of the reckless methods that have characterized the whole Cox investigation up to date."

At his press conference Aug. 9, Mr. Fly renewed his criticism of the Cox Committee hearings in New York. He cited that the investigation has been going on for six months and the hearings for six weeks, but that no one on the Commission had been permitted to take the stand or give the Committee the "full facts" on the questions under inquiry. Both Chairman Fly and Commissioner T. A. M. Craven testified before the Committee last month at the hearings in Washington, but on particular

WIRE Staff Changes

WIRE Indianapolis, has made several new additions to its personnel. Tom Gavin, formerly commercial manager of WEBC Duluth, is now assistant manager of WIRE. Paul Walk joins the local sales staff. New additions to the announcing staff are: Bill Stevens, formerly of WIBC and WISH Indianapolis; Paul Havens, formerly of WOWO-WGL Fort Wayne; and Ed London, from WCOL Columbus. Announcers Dick Reed and Tommy Peden have entered the service.

the best of all

—news commentators are heard regularly over KECA. That's another reason for this station's popularity—another reason why time here is always a Bargain Buy.

KECA
OF LOS ANGELES

Earle C. Anthony, Inc.

BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

5000 WATTS
DAY & NIGHT
WDEL
1150KC
WILMINGTON, DELAWARE
Sales Representative
PAUL H. RAYMER

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Cox Probe Shows Connivance

(*Continued from page 10*)

phases of the FCC's war activities.

Mr. Fly reiterated charges of "star chamber" proceedings which he has made repeatedly since the public hearings got under way early last month. Alluding specifically to the testimony the preceding week on behalf of WGES and WSBC, Chicago, operated by Gene T. Dyer, Mr. Fly said this was indicative of the "general pattern" of the inquiry.

Brought From Chicago

He said here was a case where two witnesses were brought to New York from Chicago to testify regarding a conversation "between two other men". These witnesses, he declared, were not present at the conversation. Yet, he held, they were brought to testify regarding it while the two men concerned were both in New York and one was actually in the hearing room.

"I cannot believe," Mr. Fly asserted, "that the Congress of the United States will long continue to tolerate this brand of 'due process of law' which, after all, is carried on in its name and under its responsibility."

The FCC Chairman said Congress had provided funds both in 1942 and 1943 in connection with its foreign language station work. He said he thought the Committee "is getting into a publicly untenable position plugging for the pro-Fascists and pro-Nazis."

Davis' Attitude

Elmer Davis, Director of OWI, at a news conference last Monday upon his return from the European theatre, said OWI did not have the authority to take personnel off the air and had not done anything about it except on request. In the past, OWI has given its opinion of certain personnel when asked by station managers. He said this course had been abandoned because of the OWI budget cut. Declaring there have been a "certain number of Fascists broadcasting from foreign language stations," Mr. Davis said that managers sometime became jittery and asked OWI what it knew about these men.

also had the desire to select and censor the news. What it lacked was the power. Hence the need to enlist the FCC in its purpose.

"True it is the FCC had no such lawful power, but the FCC did have the power to license and hence the power to compel obedience to its directions. The record now shows their unlawful use of this power. A division called the War Problems Division was created by the FCC, and a staff of attorneys began to function. This division was not a regulatory body. It was not formed to instruct or supervise or to correct. It was formed for the avowed purpose of unlawfully liquidating all of the radio personnel in the foreign language field that did not meet with its favor. A real Gestapo was created and a lawless enterprise was launched.

"It is suggested," he went on, "that we accept this unlawful situation as a benevolent expedient of the moment, but no such purpose, however benevolently cloaked, can justify the practices we find. All tyranny begins under the guise of benevolence. Persons are accused of being pro-Fascist without proof or trial. Persons suspected of being pro-Fascist—without proof—have been removed from the air and replaced by wearers of the blackshirts. And this by an agency of Government that ranted against the action of Congress in connection with Dodd and Watson.

"If radio can thus be controlled in August of 1943 there is nothing to prevent the same control from slanting our political news and nothing to prevent the coloring of our war aims and purposes when peace comes."

Nothing in Act of 1934 On Temporary Licenses

Taking up the subject of temporary licenses, Mr. Garey reported that material supplied him by the FCC shows that more than 450 stations, or almost one-half of all stations in the country, have operated under temporary licenses at some time during the past two years. Answers from stations queried on the matter, he said, show a variety of causes: applications filed late or not completely filled out, more technical data requested by the FCC, and some so that the permanent licenses might begin at certain dates.

But, he declared, there is nothing in the Communications Act of 1934 authorizing the issuance of a temporary license. "Maybe it ought to be authorized by law," he said, "but it isn't," describing the FCC's action in issuing temporary licenses as another example of this agency "taking unto itself power belonging to Congress,' instead of asking Congress to give it the power to issue such licenses.

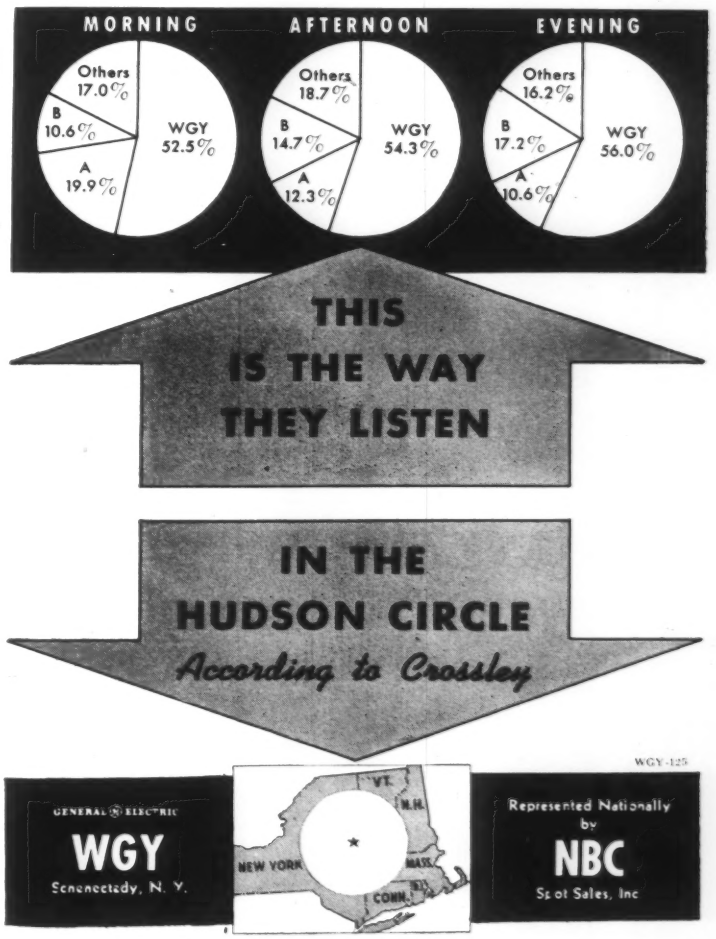
The previous week's testimony, Mr. Garey said, revealed that in the investigation of station personnel, questions about Communist leanings were "studiously avoided",

Schenley Changes

CHANGE will be effected on CBS and on the BLUE by Schenley Import, sponsor of *Cresta Blanca Carnival of Music*, effective Sept. 1, when Alec Templeton, pianist, moves over from the BLUE to share the spotlight on the CBS show with the Morton Gould orchestra. Mr. Templeton's thrice-weekly five-minute program on the BLUE goes off following the Aug. 27 broadcast as the result of the network's failure to take a renewal of the show due to a new policy against five-minute programs. Format of the Cresta Blanca show will remain the same. Schenley, while discontinuing the Monday, Wednesday and Friday 10:30-10:35 p.m. broadcasts for Dubonnet Corp. wines, will return to the BLUE with a half-hour show this fall. Agency for Schenley is William H. Weintraub & Co., New York.

Davis Network

IF AND WHEN Elmer Davis, Director of OWI, returns to the air for his weekly commentaries on the war's progress, it will be on Sundays instead of Fridays. The OWI Chief, last Monday, upon his return from the European theatre, said he found it difficult to sit down after a ten-hour day to write a script. His broadcast, alive on NBC, CBS, and the BLUE Friday evenings, has been carried by Mutual transcribed Saturday afternoons. Use of a combined hookup brought much criticism from Congressmen just prior to the recess on the ground that he was "monopolizing" station time. Mr. Davis, however, said the idea of the joint hookups came from the networks, and not at his request.



Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

AP
WKIP, Poughkeepsie, N. Y.
. . . by all odds the finest any radio station can buy.
Bruff W. Olin, Jr., Station Manager.
available through
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MORE PEOPLE
MORE MONEY
MORE BUYING
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SALT LAKE
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KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

with the explanation advanced that no one had complained about Communism on the air. He then read a letter written to the FCC asking for an investigation of Estelle M. Sternberger, commentator on WQXR, New York, because of a broadcast allegedly containing Communist propaganda. The Commission's answer, also read by Mr. Garey, quoted the anti-censorship provision of the Communications Act and suggested that the complainant take the matter up with the station. "I have no quarrel with the disposition of that complaint," Mr. Garey said, "but I do have with the way some other complaints to the FCC were handled."

'File the (FBIS) Advice' Censorship Head Suggested

Calling Robert K. Richards, assistant to J. Harold Ryan, assistant director of the Office of Censorship in charge of broadcasting, as the week's first witness, Mr. Garey questioned him concerning conversations Mr. Richards had held with David Truman, broadcast analyst for the Foreign Broadcasting Intelligence Service of the FCC; Sidney Spear, FCC attorney; Lee Falk, chief, radio division, Foreign Language Section, OWI, and the operators of stations in the foreign language field. Mr. Garey read into the record reports made by Mr. Richards to Mr. Ryan following these interviews.

Rogers to OPA

JAMES G. ROGERS, vice-president and general manager of Benton & Bowles, has been named assistant general manager of OPA by Chester Bowles, OPA General Manager, in the first important staff change since the New York advertising man came in to run Prentiss Brown's organization. Mr. Rogers only a few weeks ago had been appointed assistant director of the Domestic Branch of the OWI. He took leave of Benton & Bowles last January to join OWI as deputy director of the Domestic Branch.

After interviewing Mr. Truman on Aug. 25, 1942, Mr. Richards reported that Mr. Truman was concerned that the OC's new monitoring and analysis section might conflict with FBIS activities and was anxious to put FBIS facilities at OC's disposal. Mr. Richards concluded: "We will be able to use the FBIS to good advantage in our work. I make one mental reservation. I believe there might be a tendency on the part of this section of the FCC (whether it's a broad policy, I don't know) to take its work too seriously. I thought I caught a faint whiff of that old alley cat: government interference in free enterprise. I don't believe the OC wants to be identified with any effort on the part of the FCC to go beyond its legal rights in supervising programming. We require the good will of the broadcasters under voluntary censorship and I sense the need here for cautious handling.

"Briefly, the FBIS is offering facilities and advice. I believe we should use the facilities 100% and file the advice."

License Pressure Technique Described to Committee

Mr. Spear, who Mr. Richards reported "analyzes the analyses made by Mr. Truman," told Mr. Richards of his conviction that there was a lot of "funny business" going on in the foreign language field and how he and Mr. Falk had gone about stopping it.

"We worked it this way," Mr. Richards quoted Mr. Spear. "If Lee found a fellow he thought was doing some funny business, he told me about it. Then we waited until the station applied for a renewal of license. Say the station was WBNX and the broadcaster in question was Leopold Hurdski [This is a hypothetical example and there is no one by that name, Mr. Garey explained].

"Well, when WBNX applied for a renewal, we would tip off Lee and he would drop in on Mr. Alcorn, the station manager. He would say, 'Mr. Alcorn, I believe you ought to fire Leopold Hurdski.' Then he would give Mr. Alcorn some time to think this over. After a couple of weeks Mr. Alcorn would begin to notice he was having some trouble getting his license renewed. After a couple of more weeks of this same thing he would begin to put two and two together and get four. Then he would fire Leopold Hurdski and very shortly after that his license would be renewed by the Commission.

"This was a little extra-legal, I admit, and I had to wrestle with my conscience about it, but it seemed to me the only way to eliminate this kind of person, so I did it. We can cooperate the same way with you."

After talking to Mr. Falk, Mr. Richards reported that "he, too, felt there was work to be done, but his description of the causis beli was as nebulous as Spear's." Mr

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Miami is geared for war . . . geared to the tune of hundreds of millions of dollars of war and war related work for a population that has increased more than 22 per cent in less than three years . . . sans tourists. Miami's annual income, almost one-third billion dollars; her buying power, 111 dollars per capita above national average—both higher than ever before . . .
Keep tuned to this ever growing market through WIOD.

WIOD Covers This New Rich Market
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5,000 WATTS
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WLAW
Lawrence, Mass.
5000 Watts
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MAINE
N.H.
VT.
MASS.
CONN.
R.I.
WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STA
Nat. Reps., The Katz Ag

GEOGRAPHY of KTSM El Paso newscasts may now be better understood with the aid of a giant map of the European theatre of war prepared by George Young (1), news editor. Watching is Station Manager Karl Wyler. Arrows and cards on the map show points of strategic importance, possible invasion routes, and historic battle sites.

Falk "said he believed there was only one way to arrest this possible subversive activity and that was to conduct exhaustive investigations of personnel."

Mr. Richards' report quoted Mr. Falk as saying, "You can listen to these broadcasters day after day for months and not get enough on them. You must find out what their associations have been and, if they're open to suspicion, convict them on that and take them off the air."

Broadcasters Fired Because Of 'What They Were'

Mr. Falk turned over to Mr. Richards FBI dossiers on the following foreign language broadcasters: William Seuren, WTEL, WRAX, WIBG; Giacomo Capozucci, WOV; Frank Polemini, WOV; Michelle Fiorillo, WPEN; Raffaele Biorelli, WPEN, recommending that the last two be removed from the air at once, but Mr. Richards reported the belief that the evidence was not enough to take such action.

Calling on WBNX on Aug. 27, 1942, Mr. Richards found W. C. Alcorn, general manager, and W. I. Moore, commercial manager, in conference with a representative of the Bureau of Immigration about an Italian language broadcaster on the station, Lido Belli. Picked up the previous December by the FBI, Mr. Belli had been released in custody of Mr. Alcorn and had resumed broadcasting on the station. Mr. Falk had complained about Mr. Belli to Alan Cranston, Falk's superior at OWI, who in turn had complained to the Bureau of Immigration until they had requested Mr. Alcorn to remove Mr. Belli, which he had done, although protesting that he knew him to be loyal to America's cause.

On the same day Mr. Richards interviewed Arthur Simon, general manager of WPEN, Philadelphia, and chairman of the Foreign Language Wartime Control Committee, and Joseph Lang, general manager of WHOM, Jersey City, and a member of that committee. Both men, Richards reported, expressed dissatisfaction over OWI's handling of the foreign language situation and accused Mr. Falk of using foreign language programs to obtain personal publicity.

Mr. Simon said he had discharged Michelle Fiorillo and Arcangelo Leopizzi, Italian language broadcasters, on the recommendation of Mr. Falk. Mr. Richards reported, "These men were taken off the air not because of what they had broadcast, but because of what they were or what their backgrounds represented them to be. Personally, I don't suppose they should be broadcasting; but if they're bad enough to be removed from the air arbitrarily, then I think somebody ought to arrest them."

Asked about their precautions as far as censorship was concerned, both Mr. Simon and Mr. Lang told Mr. Richards that they keep English translations of foreign language programs; they have all programs monitored in the language; they maintain complete files and they do not "broker" time on a "block time" basis.

Censorship Precautions; OC Method Described

Queried by Mr. Garey about the OC set-up, Mr. Richards explained that it is all on a voluntary basis, that the OC neither has nor needs punitive power. It doesn't even censor, he said; it just tells the broadcasters what to keep off the air and they do it willingly.

Mr. Richards, in response to questions about the relationship of OC and FCC, reported that OC had assigned $15,000 of its appropriation to be paid to the FCC Engineering Division for monitoring work done for OC. The FCC for several months supplied the OC with copies of its analyses of foreign language broadcasts, but they rarely contained anything of value to OC, Mr. Richards said.

Dr. Robert D. Leigh, director of FBIS, protested that in monitoring and analyzing German and Italian programs OC was needlessly duplicating the FCC's work, Mr. Richards said, adding that he told Dr. Leigh that Censorship felt the FCC's analyses were not what it wanted and they would continue to do their own job themselves. The correspondence on OC's refusal to participate with FCC in sponsorship of questionnaires to foreign

Single inquiry sends 200,000 'smokes' abroad

One evening, on his 9:15 KSO newscast, Stanley Dixon explained the importance of "Smokes for Soldiers." A Des Moines business man* immediately phoned-in—and signed up for 200,000 cigarettes.

Unusual? Yes, but such things happen often enough, not to be miracles either for Dixon or KSO.

Years in Europe, Africa and Asia have made Stanley Dixon familiar with foreign news locale. Yet his Mutual broadcasts originating at KSO, have a "grass-root" slant, in sound contrast to newscasts from either coast or Washington—a slant keyed to the average man and woman.

Dixon is available for local sponsorship in many Mutual Markets—or full network sponsorship. Current time: daily at 11:00 a.m. EWT—Sunday at 1:00 p.m. EWT. For details, write or wire KSO.

*A. C. Holman, president of the Hiland Potato Chip Co.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
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The *Only* BLUE Network Station *Serving* the rich important *U. S. 34th* Metropolitan District

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AND THE BLUE NETWORK

John Elmer, President
Geo. H. Roeder, Gen. Manager

FREE & PETERS
Exclusive National Rep.

language stations, introduced the previous week, was again read by Mr. Garey.

Asked about three foreign language broadcasters discharged at the instigation of either FCC or OWI personnel—Stefano Luotto, WGES; Elsa Troja, WHOM; Lido Belli, WOV—Mr. Richards said OC has nothing to show that they should not be allowed to broadcast, adding that OC presumably has everything the FCC has on file about these persons, or at least OC has requested it.

Nathan David Quoted On 'Government Taking Over'

In the afternoon Andrea Luotto, owner of Commercial Radio Service, New York advertising agency specializing in Italian broadcasting, took the stand. Testifying that he was born in Italy, but has been a resident of the United States since 1920 and a citizen since 1929, Mr. Luotto said that in February, 1942, he negotiated for the purchase of WOV, New York, by Mester Brothers, distributors of Balbo Oil, an account of CRS, from Arde Bulova and his associates.

Application for the transfer of license was made to the FCC, Mr. Luotto said, but there was no action from the FCC. Then Mr. Luotto learned, he said, that the transfer was being held up because of charges the FCC had on file against him, which affected the transfer as he was to become manager of the station under its new ownership. Questioned by Mr. Garey about his plans, he stated that he had arranged for the employment of a native American, Harry Kramer, as program manager and censor, explaining his theory that anyone responsible for station policies should have been in America long enough to have "roots in the United States".

Dismayed at charges which he had been given no opportunity to answer, Mr. Luotto attempted to reach the FCC, he said, first by having Mayor LaGuardia, for whom he had worked as editor and in politics, and other friends of Italian extraction, write to the Commission urging that the transfer be approved. He had seen Telford Taylor, then chief counsel of the FCC, who had declined to discuss any complaints the FCC had about him as he was not a party to the sale. Learning that Nathan David, head of the FCC War Problems Division, had the material, he went to see him, but was brushed off with the statement that the FCC might be doing him a favor in turning down the new ownership of WOV, "since there's a war on and the Government may take over all radio stations at any time."

After PM Attack, FCC Said Hearing Was Required

Continuing his account on Wednesday morning, Mr. Luotto said that Harold A. Lafount, general manager of the Bulova radio properties and a member of the original Federal Radio Commission, had approached the FCC early in July and had informed Mr. Luotto that at the Commission's next regular meeting on July 14 the transfer of license of WOV would be officially approved. Mr. Luotto said that under the Commission's multiple-ownership rule, Mr. Bulova was under compulsion to sell either WOV or WNEW.

On the morning of July 14, however, the New York newspaper *PM* printed an article attacking Mr. Luotto as a Fascist sympathizer and Mr. Luotto was informed that the Commission could not therefore approve the transfer but would set it for hearing. A few days later, he said, Mr. Lafount told him that this hearing would be postponed until after the war and shortly thereafter the application was withdrawn. Mr. Luotto added that he has a libel suit pending against *PM* for the publication of the article.

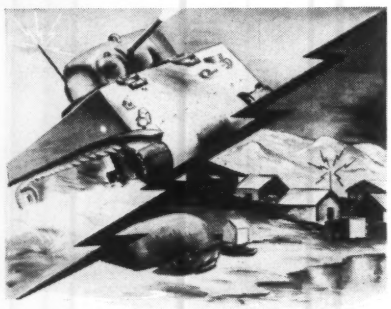
Charge that the FCC would postpone setting a date for a public hearing until the war was over was denied by FCC Chairman Fly in a statement released to the press Wednesday noon. Declaring that the accusation was without foundation, Mr. Fly said that the Commission holds hearings on such applications day after day as a matter of routine and added that "Luotto knows perfectly well that the Commission could be mandamused to hold a hearing." The FCC voted to hold a public hearing, Mr. Fly continued, after receiving protests against the transfer from Federal agencies and private individuals, but instead of going through with the hearing the applicants saw fit to withdraw their application. Mr. Fly listed Elmer Davis, OWI director, as one of those requesting a public hearing.

Refugees on Station Staff Fled Italian Racial Laws

Questioned about Italian language personnel at WOV at the time of the proposed ownership change, Mr. Luotto said the program director, Mario Ferrari-Hutton, was not a citizen, but an Italian who had served as a moni-

BIRTHDAY CAKE is presented by Elliott M. Sanger, executive vice-president and general manager of WQXR, New York, to Alma Dettinger on the second anniversary of her program *Other People's Business*. Salesman James J. Cahill (right) placed several of the accounts on the program.

In DESERT TANK and ATTU SHACK...



Crystals guard men's lives!

It's a far cry from the sweltering oven-interior of a jolting tank doing desert patrol duty to the comfortless shack on the bleak windswept tundra of an Aleutian outpost . . .

Yet, in both, men's lives may depend on the exacting skill of a girl they never saw!

For, by her painstaking work is made the tiny crystals without which they could have no communication with the outside world. Crystals which, if not unfailingly perfect, might leave them unforewarned of danger . . . and death.

At Scientific Radio Products Co., that need for perfection is never forgotten for a moment. The big share of those perfect crystals go to Uncle Sam. But our facilities are such that we can take care of your important needs, too. Write us, if we can help.

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"Little Chief" says:-
WANT MORE IDAHO WAMPUM?

KSEI
POCATELLO · IDAHO

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
Radio Homes Coverage
144,823
National Representative
Howard H. Wilson Co.
1290 KC BLUE NETWORK

tor and decoder on the staff of Gen. Graziani during the Ethiopian campaign before coming to the United States in 1939. He listed a number of other Italians who had come to America that year, who in 1942 were employed at WOV as censor, news editor and announcers. FCC counsel later told the press that most of these individuals were Jews who had left Italy in 1939 to escape persecution under the racial laws invoked in that year. Mr. Ferrari-Hutton, they said, is presently serving in the United States Army.

Garey Charges FCC Smeared Innocent Person

Mr. Garey then asked the witness about the Foreign Language Wartime Control Committee. Mr. Luotto described a meeting of the Committee held Oct. 26, 1942, in Washington at which, at the request of the Committee's chairman, Arthur Simon of WPEN, he gave information about certain foreign language broadcasting personnel. He was told, he said, that the Committee was powerless to do anything about the information as most of the individuals named had been approved by the FCC and OWI.

Asked about his brother Stefano, who had been removed from the air at WGES, Chicago, last November at the instigation of the FCC, according to testimony given the preceding week by Gene Dyer, owner of the station, and Dr. John Dyer, manager, Mr. Luotto said that he had asked his friend Rep. Vito Marcantonio (A.L.-N.Y.) to help him clear up the trouble. Rep. Marcantonio went to the FCC and saw Nathan David, assistant general counsel, reporting, according to Mr. Luotto, that Mr. David had advised him that "the dismissal came about by conjecture and not by any specific instruction of the Commission" and that to imply that the FCC would resort to such "high pressure methods" to get an announcer off the air was "offensive." Mr. Luotto said he passed this information along to Gene Dyer, but found him still unwilling to permit Stefano Luotto to resume broadcasting at what Mr. Dyer felt would be risk of his license.

Mr. Garey then read into the record a statement about Stefano Luotto released by the FCC the previous week, charging that he had been vice-president of the Dante Alighieri Society of Chicago, "which has been characterized in confidential reports of three Federal investigation agencies as a subversive organization devoted to the principles of Fascism." Declaring "that statement is false," Mr. Garey stated that he had examined the reports referred to and that they contain no such claims. He charged the FCC in releasing this material showed "determination to smear an inoffensive person unable to protect himself." He also charged Nathan David, assistant FCC general counsel, with attempting to try to tell a witness how to testify before the Committee. FCC chief counsel Charles R. Denny and Mr. David both demanded an immediate opportunity to answer these charges, but were silenced by chairman Hart, who said that he hoped that at the proper time they would answer them in full detail.

OC Stated It Had No Objection to Luotto

After the morning session concluded, with Mr. Andrea Luotto listing several other members of the Dante Alighieri Society of Chicago who are still broadcasting in that city, Mr. Denny showed the press photostats of statements made by the Dyers in June of this year that when the question of Stefano Luotto's citizenship had arisen while he was broadcasting at WGES prior to the entry of the United States into the war, he had said "that the reason he had not made application for citizenship was because he was not quite sold on the idea of a democracy and for this reason he could not see his way clear to become a citizen of the United States at that time."

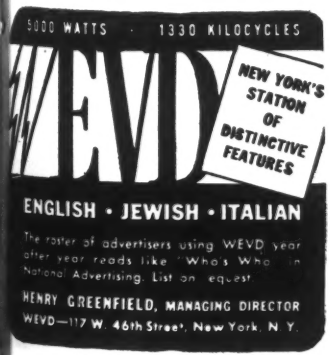
In the afternoon Andrea Luotto told of going to the Office of Censorship and, after an investigation had been made, securing from the OC a statement that they had no objection to Stefano Luotto broadcasting on a domestic radio station. When Gene Dyer still refused to allow Stefano to broadcast on WGES, Andrea Luotto notified Ralph Weil, manager of WOV, New York, that he was putting Stefano on a WOV program.

Mr. Weil, Mr. Luotto stated, asked him not to do this, and when shown the OC statement asked Mr. Luotto to get a further clearance from Lee Falk of OWI. He went to Mr. Falk, he said, on April 9, 1943, and was told that "I personally signed a letter to OC stating that OWI had nothing against Stefano." He then asked Mr. Falk, he said, about Falk's request to station managers not to accept business from his agency, to which Mr. Falk replied that that had happened 10 months before and the OWI had since stopped the practice of approving station personnel.

When he told this to Mr. Weil, Mr. Luotto said, he was referred to Mr. Lafount, who asked him not to stir up trouble and finally told him that he could not allow Stefano to broadcast without a written order from Mr. Falk and Mrs. Hilda Shea, in charge of the FCC's War Problems Division. Following the NAB convention, at which the Office of Censorship and the Foreign Language Radio Wartime Control Committee made plans for cooperation in controlling foreign language broadcasts, Mr. Lu-

On Time

CORRECT time is given by KXOK St. Louis whenever the station identifies itself. On the theory that time plays a big role in everyone's life, KXOK will announce time on the hour, quarter or half, whenever the station's call letters are mentioned.


5000 WATTS
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WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
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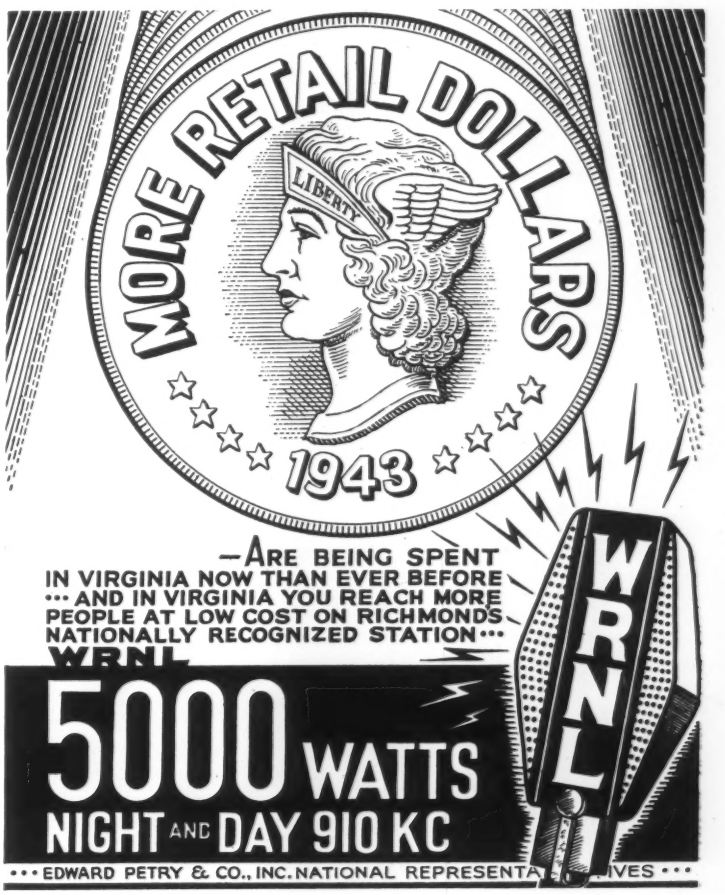
FOWL BUSINESS IN CHICKEN BRISTLE (Ky.)!

Chicken Bristle (Ky.) is a real town, no joke. But *not* part of WAVE's gigantic, hoop-doozle coverage! WAVE concentrates on the Louisville Trading Area—lets *others* give you the Chicken Bristles, etc. (at double our cost!). . . . . Meanwhile, the Louisville Area gives you more retail sales potentials than all the rest of Kentucky *combined*. And that, gents, is a full-size feather in WAVE's hat!


MORE RETAIL DOLLARS
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1943
—ARE BEING SPENT
IN VIRGINIA NOW THAN EVER BEFORE
••• AND IN VIRGINIA YOU REACH MORE PEOPLE AT LOW COST ON RICHMONDS NATIONALLY RECOGNIZED STATION •••
WRNL
5000 WATTS
NIGHT AND DAY 910 KC
••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

The TEXAS RANGERS now
Selling Life Insurance on WPHO
Phoenix
...also selling many other products on many other stations.
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If You Haven't Bought Savannah Then You Haven't Bought The South
WTOC
SAVANNAH · GEORGIA
CBS · 5000 WATTS

AP
WSAV, Savannah, Ga.
. . . Your Telescripts have proved valuable to us in both our commercial and sustaining programming.
Harben Daniel, General Manager
available through
PRESS ASSOCIATION, INC.
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otto again went to Mr. Weil, he testified, only to be told that there was still no chance for Stefano to get on the air. Mr. Weil, he said, stated that while officially all control was vested in OC, the foreign language station managers had been privately warned that unless they did as they were told they'd find the Government taking over their stations.

Fly Argued That OC Had No Right of Removal

When the hearings reconvened Friday, after a day's recess because of Mr. Garey's illness, Robert K. Richards of OC was recalled to the stand. Responding to intense questioning, he testified that the foreign language station managers were afraid of the activities of the War Problems Division of the FCC but he said he was in no position to confirm Mr. Garey's statement that the broadcasting industry lives in constant terror of the Commission.

From the witness and from numerous letters and memoranda identified by Mr. Richards as coming from OC files, Mr. Garey developed a picture of attempts of FCC personnel to take over functions belonging solely to OC, particularly regarding removal from air of persons broadcasting in foreign languages, and of OC's resentment at this encroachment into its field of authority.

At a meeting of Mr. Richards and E. H. Bronson, chief of the OC's foreign language radio division, with Joseph Lang (WHOM) and Arthur Simon (WPEN) in the office of Nathan David, FCC attorney, last January, Mr. David was reported to have agreed with the OC position that it had the right to remove announcers from the air. Shortly thereafter he and Mr. Lang and Mr. Simon went to the office of FCC Chairman Fly, where, according to the account given OC, "Mr. David stated that the FCC did not recognize OC's right to take anyone from the air, and the Chairman nodded assent to that statement. Simon and Lang then pointed out that this was contrary to his statement before Richards and Bronson and David denied it.

'Situation Improved' After Price Conferred With Fly

"The question of revoking or refusing to renew the license of a station which had had an announcer removed from the air for cause was raised and Simon asked the Chairman if it was the intention of the FCC to so operate. The Chairman stated that the FCC would at least set the license renewal of any station for a hearing in cases where an announcer had been removed from the air at the request of OC.

"It was further stated that OC does not stand on very firm ground in regard to the question of removal of announcers and the subsequent raising of the question of license renewal, and it was suggested that an opinion be obtained from the Attorney General as to their jurisdiction in these matters."

Mr. Richards reported that FCC reports of investigations of foreign language broadcasting persons were not sufficient for OC's purposes and had to be augmented by further investigations, although in many cases the FCC reports damned the people investigated and yet did not give OC enough facts to warrant barring the person from the air as a hazard to national security.

Following the receipt of letters by OC from three widely separated stations, all indicating that FCC was "making excursions" into the field of censorship, Byron Price, Director of OC, discussed the matter with Mr. Fly, after which time the situation has improved, Mr. Richards stated.

Details of Correspondence Read to Committee

Counsel Garey started the Friday afternoon proceedings by reading into the record a statement concerning correspondence about activities of the Dante Alighieri Society of Chicago, between the FCC and investigating agencies of the Government including the FBI, the Office of Naval Intelligence and the Investigating Branch of the U. S. Army. Mr. Garey stated the replies to the FCC inquiries, while they could not be read into the record because of their confidential nature, contained no evidence that the Dante Alighieri Society of Chicago was Fascist or unpatriotic.

Andrea Luotto resumed the stand and related a conversation with Joseph Lang, general manager of WHOM, when his brother Stefano Luotto was removed from WHOM at the alleged indirect insistence of the FCC. Mr. Luotto testified that Mr. Lang told him his brother Stefano was being persecuted but that he (Lang) had to protect his station. During the Stefano Luotto-WHOM controversy, the announcer was and still is broadcasting on WOV four times a day on a one-minute transcribed announcement, Garey said.

Luotto testified he had been informed by one Mario Buzzi, an investigator for the Dies Committee and the Anti-Nazi League, that he was investigating Stefano Luotto for Gerolamo Valenti, publisher of the Italian language newspaper *La Porola*, who was being sued for libel by Stefano Luotto. Buzzi told Andrea Luotto he was working with the FCC "to get something on Stefano". Luotto concluded his testimony by relating an incident involving Pietro Novasio, a writer for the Luotto Publication, *Di Vagando*, and M. C. of a question and answer program in Italian on WOV. Novasio told Luotto he had been approached by Lupis, WOV program director, who had inferred that if Novasio wanted to continue broadcasting he would suggest that he discontinue writing for the Luotto publication. However, Novasio is still writing feature articles for *Di Vagando*, he said.

The subcommittee adjourned sine die at 3:30 p.m. Another subcommittee will sit in New York starting Tuesday at 10 a.m. with Rep. Cox and Rep. Miller sitting.

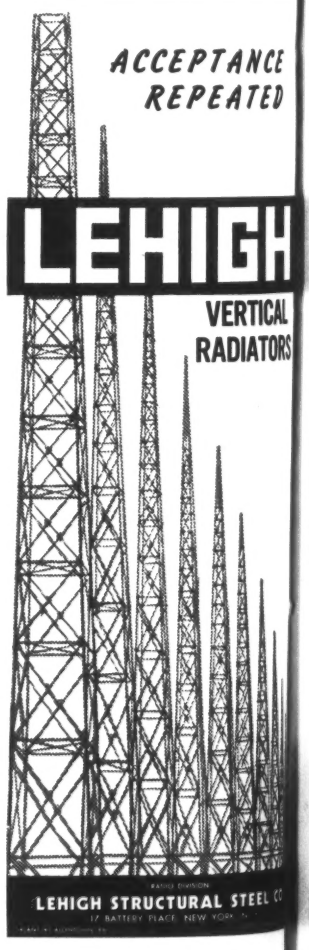
Street to McClatchy

ROBERT A STREET, formerly New York sales manager of WCAU, Philadelphia, has been appointed national sales manager of McClatchy Broadcasting Co. of California. In broadcasting since 1923, Mr. Street joined WCAU in 1930 and became commercial manager in 1933. In 1940 he took over station sales representation in New York.

Mr. Street

Teegarden Is Promoted In RCA Victor Division

L. W. TEEGARDEN has been appointed assistant general sales manager, RCA Victor Division, of RCA, it has been announced by general sales manager Henry C. Bonfig. Mr. Teegarden, widely known in the radio industry, will have direct supervision over the selling, distributing and warehousing of all RCA products. He has had many years of selling and administrative experience and came to RCA in 1930 from the lamp division of the General Electric Co.



Petrillo Orchestra Plan Draws Criticism From New York Local

Marshall Field, Philharmonic President, Urges Immediate Lifting of Ban on Recordings

PLAN of James C. Petrillo, president of the American Federation of Musicians, for a series of free concerts to be presented in small cities throughout the country by major symphony orchestras [BROADCASTING, Aug. 2] last week evoked some unexpected reactions.

First, Marshall Field, president of the Philharmonic-Symphony Society of New York, wrote Mr. Petrillo asking for an immediate cessation of his ban on symphonic recordings, a stand which was endorsed by 11 other leading symphony organizations.

New York Petition

Next, Mr. Petrillo was sent a petition signed by 800 members of AFM Local 802 in New York, protesting the proposed expenditure of $500,000 of union funds for this purpose and suggesting that the money be used to give work to unemployed musicians instead of to members of symphony orchestras who are already steadily employed.

Presented by Nicholas F. Vitalo, recording secretary of the Unity Club—a group of members of 802 opposing the present administration of the New York local—to Mr. Petrillo's office, the petition expressed "great disappointment and resentment" at the concert plan. Pointing out that the ban on recordings has been in effect approximately one year, the document states that "at the time you imposed the ban you stated that you desired to relieve unemployment among musicians."

Declaring that the proposed program has already been construed as "proclaiming that we have no competent unemployed musicians," the petition continues: "If the Federation is to subsidize music, we suggest that new orchestral units be formed using those musicians who are not already employed at high wages. This proposal will have a two-fold benefit. First, it will lend force to the Federation's contention that there are musicians who are not fully employed who are competent to bring good music to our citizens. Second, if wisely used, the money can be utilized to furnish additional funds to members who really need and can use additional income."

Loss of Royalties

Stating that he has discussed Mr. Petrillo's proposal informally with members of the orchestra's board, Mr. Field writes: "They have expressed the hope, in which I join, that if the Society cooperates, you will see the importance, for the same ends to which your proposed performances are aimed, to lift the ban which you have placed upon recordings by our orchestra.

"Your efforts are directed toward bringing symphonic music to persons who might otherwise not have the opportunity to hear it. The recording of the great symphonic orchestras of this country under their famous conductors is also a means of bringing that symphonic music to persons who might not otherwise hear it. In fact, such recordings bring symphonic music to smaller towns and rural communities than even your free performance plan will reach.

"Aside from that," Mr. Field continued, "I am frank to admit that the Society desires, in fact requires, the royalties from its recordings in order to insure the continuance of the orchestra which you are proposing to borrow. The other great symphonic orchestras of this country are similarly situated. Their very existence is threatened by the loss of recording royalties. I am not now referring to your ban on recordings so far as it affects popular bands and popular music. I have personal views on that subject but they are not concerned with the subject matter of your request or of this letter."

N. Y. Promotion Plan

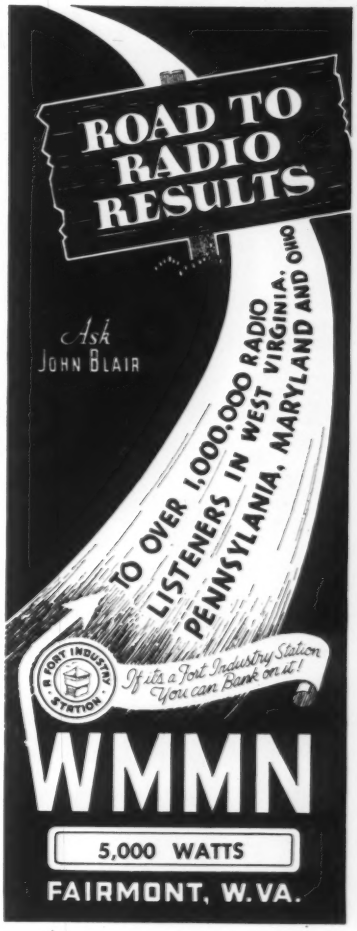
PLAN to promote New York as a market area through trade paper and newspaper ads was adopted last week at a meeting of New York station promotion men. Original project calling for a contribution of two pages from each station during a four-month period [BROADCASTING, July 19] was abandoned in favor of a more elastic plan allowing each station to promote the campaign in their regular space schedules and in additional space purchases to the extent of each individual station's ability. Drive will start Sept. 15. The following stations were represented at the meeting: WEAF WABC WJZ WOR WOV WHN and WQXR. Not represented at the meeting but planning to participate are WMCA and WNEW. WINS had not yet decided last week the extent of its participation.

Fly on Air

JAMES LAWRENCE FLY, FCC chairman, will speak on a special program on NBC Aug. 29, commemorating the first NBC broadcast under Jewish auspices 20 years ago. Mr. Fly's subject will be "Contributions of Religion to Winning the War and to the Peace Following Victory."

WINX Names Burke

ALLAN BURKE has been appointed night supervisor and news editor at WINX Washington. Mr. Burke has been a staff announcer at WINX. He came to Washington some time ago from WITH Baltimore.


ROAD TO RADIO RESULTS
Ask JOHN BLAIR
TO OVER 1,000,000 RADIO LISTENERS IN WEST VIRGINIA, PENNSYLVANIA, MARYLAND AND OHIO
A FORT INDUSTRY STATION
If it's a Fort Industry Station You can Bank on it!
WMMN
5,000 WATTS
FAIRMONT, W.VA.

"Dog Gone It!"

WE haven't hung the sign out—YET! But the way advertisers are snatching up our 18-hour schedule might make it necessary pretty soon.

"Reason-Why" *might* just possibly be that C. E. Hooper shows 85% gain in morning audience; 46% afternoon audience; 25% gain in evening audience. And no fractional gains are they, either. As many as 66 listeners per penny!

It's just good sense to use WTCN to reach buyers with money to spend in the Twin Cities. Write, wire or 'phone for details.

WTCN MINNEAPOLIS SAINT PAUL MINNESOTA

Minnesota's only *exclusive* BLUE station.

FREE & PETERS — National Representatives.

5000 WATTS FULL TIME
630 KC.
BLUE NETWORK
KXOK
ST. LOUIS, MISSOURI
Represented by John BLAIR & CO.

JUST PUBLISHED

the most complete coverage and market study ever released by a southern radio station.

Ask Headley-Reed

WSGN

Birmingham, Alabama

Affiliated with The Birmingham News
THE BIRMINGHAM AGE-HERALD

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

★ ★
THE BRIGHT SPOT
of Eastern New York
SCHENECTADY
WTRY
The Buying Triangle
TROY
ALBANY
Only BLUE Network
Station Covering this Area
★ ★

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

Sales are SOARING in ALBANY, GA.
WGPC
1450 KC CBS
Represented by SPOT SALES Inc.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 7 TO AUGUST 13 INCLUSIVE

Decisions . . .

AUG. 7

WOKO, Albany, N. Y. — Adopted order granting continuance of hearing until Sept. 20 on application for license renewal.

Newark Broadcasting Corp., Newark, N. J.—Order of July 29, 1943 denying application for CP for new station modified to include words "without prejudice."

AUG. 10

WSLS, Roanoke, Va. — Granted mod. license to change frequency from 1490 kc to 1240 kc.

WABY, Albany, N. Y. — Granted CP for new 250 w transmitter, subject decision on pending application for license renewal.

Mutual Broadcasting System Inc., Chicago — Granted extension authority to transmit programs to CKLW, Windsor, Ont., to stations owned and operated by Canadian Broadcasting Corp., and to stations licensed by Canadian Minister of Transport.

KWSC, Pullman, Wash. — Adopted order denying petitions to modify Commission freeze policy of Sept. 22, 1942, etc., in re application for modification of license.

AUG. 11

KWKW, Pasadena, Calif. — Granted motion to dismiss without prejudice application to transfer control from Marshall S. Neal, individually and as trustee of all other stockholders, to L. W. Peters.

WAAT, Jersey City, N. J. — Denied application for CP to increase power from 1 to 5 kw, install new transmitter and effect changes in directional antenna for night use.

WFLA, Tampa, Fla. — Denied application for CP to increase power from 1 to 5 kw during nighttime operation and to make corresponding changes in directional antenna.

WQAM, Miami, Fla. — Modified CP granted Dec. 9, 1941 to permit utilization of present transmitter site and antenna, with 5 kw power, subject to certain specified conditions.

AUG. 12

KLRA, Little Rock, Ark.—Granted license to cover CP, as modified, which authorized move of transmitter, new transmitter, change in frequency, changes in directional antenna for night use, and increase in power; also approval new type transmitter. Granted authority determine operating power by direct measurement of antenna power.

Blue Network Co., Inc., New York—Transfer control from RCA to American Broadcasting System Inc.

WQAM, Miami, Fla.—Mod. license to change hours of operation of auxiliary transmitter for auxiliary purposes only and to operate from midnight to 6 a.m. EST during alternate weeks when operating as key station for local filter center.

KOIN, Portland, Ore.—Special Service Authorization to make changes in transmitting equipment and operate with 10 kw. power using directional antenna at night.

WLBZ, Bangor, Me.—Granted modification of CP, as modified, which authorized increase in power, etc., for extension completion date from Aug. 11 to Sept. 11, 1943.

W6XYZ, Los Angeles—Granted license to cover CP, as modified, for new experimental television station.

Applications . . .

AUG. 7

KEVR, Seattle, Wash. — Special service authorization to install new transmitter and operate with power of 1 kw for period ending April 1, 1944. Amended to request authority to broadcast point by point messages.

AUG. 10

WCSH, Portland, Me. — Transfer control of licensee corporation from Henry P. Rines, deceased, to trustees.

WTTM, Trenton, N. J. — Acquisition control licensee corporation by Elmer H. Wene through purchase of stock from A. Harry Zoog.

Tentative Calendar . . .

KRBA, Lufkin, Texas — License renewal and voluntary assignment of license from Ben T. Wilson, R. A. Corbett & Thomas W. Baker to Darrel E. Yates (Aug. 16)

FCC TRANSMITTER METER RULE EASED

INSTRUMENTATION requirements for marine main transmitters are relaxed by a change in rules announced Aug. 10 by the Federal Communications Commission. Reasons given for the change are a shortage of electrical recording instruments and need for uninterrupted production of marine radio equipment for war uses.

The change in Subsection 8.142, effective immediately, deletes the requirement for additional meters for a main radio transmitter completed by the manufacturer after Jan. 1, 1944. The amended Subsection 8.142 now reads:

Subsection 8.142(d) A main transmitter shall be equipped with suitable indicating instruments of approved accuracy to measure (1) the current in the antenna circuit, (2) the potential of the heating current applied to the cathode or cathode heater of each electron tube or a potential directly proportional thereto, and (3) the anode current of the radio frequency oscillator or amplifier which supplies power to the antenna circuit, or in lieu thereof, the anode current of such oscillator or amplifier plus the anode current of any other radio or audio frequency oscillator(s) or amplifier(s) normally employed as part of the transmitter.

U. S. Recording Expands

U. S. RECORDING Co., Washington, has leased rooms for studios in the Portland Hotel, connected by an archway to its adjacent main building at 1121 Vermont Ave. Robert W. Chapman, formerly with the Dept. of Interior radio division, has been named chief engineer of the firm.

CLARENCE G. STOLL, president of Western Electric Co., New York, on Aug. 7 celebrated his 40th anniversary with the organization. He became vice-president in 1926 and president in 1940.

"MAKE CONTRACT 52 WEEKS"
says BARRON HOWARD—WRVA
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Network Accounts

All time Eastern Wartime unless indicated

New Business

AMERICAN OIL Co., Baltimore (Amoco other products), on Aug. 19 starts Ned Calmer and Maj. George Fielding Eliot on 54 CBS stations, Thurs., 6-6:15 p.m., and on Aug. 22 starts Edward R. Murrow on 54 CBS stations, Sun., 1:30-1:45 p.m. Agency: Joseph Katz Co., Baltimore.

REVLON PRODUCTS Co., New York, on Sept. 30 starts Gertrude Lawrence's *Guest House* on 58 BLUE stations, Thurs., 10:30-11 p.m. Agency: William H. Weintraub & Co., New York.

SOUTHERN SPRING BED Co., Atlanta, on Aug. 17 starts Robert St. John, commentator, on 19 southern and south central NBC stations, Tues. and Thurs., 9:45-10 a.m. Agency: Tucker Wayne & Co., Atlanta

RIDD LABS, San Francisco (drug products), on Aug. 15 started for 52 wks. *Cavalcade of Medicine*, on 3 Don Lee Pacific stations (KHJ KFRC KFRE) Sun., 12:30-12:45 p.m. (PWT). Agency: Rhoades & Davis, San Francisco.

WASHINGTON STATE APPLE COMMISSION, Wenatchee, Wash. (apples), on Sept. 21 starts for 13 wks, participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Tues., Wed., Thurs., 9:30-10 p.m. (PWT) Agency: J. Walter Thompson Co., San Francisco.

WILDROOT Co., Buffalo, New York (Wildroot), on Aug. 3 started for 52 weeks Rex Miller, commentator, on 33 Don Lee Pacific stations, Tues., Thurs., 9:15-9:30 p.m. (PWT). Agency is BBDO, Buffalo.

FRANK H. LEE Co., Danbury, Conn. (Lee Hats), on Sept. 2 starts Dale Carnegie's *Little Known Facts About Well-Known People* on 28 MBS stations, Thurs., 10:15-10:30 p.m. Agency is Bermingham, Castleman & Pierce, N. Y.

BEST FOODS Inc., New York (Force cereal), on Aug. 8 discontinues *The Moylan Sisters* on 14 BLUE stations, Sun., 3-3:15 p.m. Agency: Arthur Kudner Inc., N. Y.

VICK CHEMICAL Co., N. Y. (Vaporub, Vatronal, Vaporub), on Sept. 14 starts for 26 weeks, *Faces & Places in the News*, on 33 Don Lee Pacific stations, Tues., Thurs., Sat., 9:30-9:45 p.m. (PWT). Agency: Morse International, N. Y.

Renewal Accounts

GENERAL FOODS Corp., New York (Post Bran Flakes), on Sept. 30 renews for 13 weeks, *Night Editor*, on 6 NBC Pacific stations, Thurs., 8:15-8:30 p.m. (PWT). Agency: Benton & Bowles Inc., N. Y.

CAMPBELL SOUP Co., Camden, N. J. (soups, tomato juice), on Sept. 1 renews for 13 weeks *The Jack Carson Show* on 118 CBS stations, Wed., 9:30-10 p.m. Agency: Foote, Cone & Belding, New York.

YOUNG PEOPLE'S Church of the Air, Philadelphia, on Aug. 29 renews for 52 weeks Young People's Church of the Air on 196 MBS stations, Sun., 4:30-5 p.m. Agency: Ivey & Ellington, Philadelphia.

INTERSTATE BAKERIES Corp., Los Angeles (bread), on Sept. 1 renews for 52 wks, *The Lone Ranger*, on 8 Don Lee Pacific stations, Mon., Wed., Fri., 7:30-8 p.m. (PWT) Agency: Dan B. Miner Co., Los Angeles.

PROCTER & GAMBLE, Cincinnati (Duz), on Aug. 28 resumes *Truth or Consequences* on 127 NBC stations, Sat., 8:30-9 p.m. (repeat 11-11:30 p.m.). Agency: Compton Adv., N. Y.

WANTED
PROGRAM DIRECTOR
REGIONAL 5 KW, CBS STATION, OHIO AREA
Must be fully qualified, draft exempt, with experience in program direction and supervision, capable of handling top announcing when required, and of training and supervising new employee replacement. Real opportunity for one who can qualify.
BOX 193, BROADCASTING

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

WANTED — PROGRAM - PERSONNEL MANAGER Desire family man over 35 now successfully employed in 100,000 market. Metropolitan experience unnecessary. Must understand people and show a successful record of personnel management. Record must include that of placement and training of program personnel, unity and balance in employment relations and timely interest in smooth 18-hour-a-day operation. Prefer good general education and business background. Appreciation of all-around program content necessary without the taint of prima donna artistry. No opportunity for fancy program production. If you are sober, reliable, understand loyalty to management, a self-starter and believe in hard work, we will welcome the opportunity to scrutinize your record. We have a 5000 watt network operation in medium sized educational city in one of the midwest's finest states—a good place to raise a family. We have a hunch that the right man will be with us a long time. Box 184, BROADCASTING.

Wanted at Once First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

Draft Deferred Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 183, BROADCASTING.

Announcer Permanent position with 5 kw. regional network station for draft deferred, experienced man. Box 182, BROADCASTING.

WANTED—Announcer with some previous radio experience for live-wire Blue Network station in New York State. Good pay. Talent opportunities. Box 181, BROADCASTING.

ENGINEER-DRAFTSMAN — Real opportunity for engineer-draftsman with Washington consulting engineering firm. Good pay and permanent position. Excellent opportunity for advancement in most attractive end of radio engineering. Wire or write Box 175, BROADCASTING.

ENGINEER For 5 KW Indiana station. Must hold radiotelephone field license. In reply state education, experience, age and draft status. Replies confidential. Box 173, BROADCASTING.

Announcer—Good salary, permanent position with southeastern network station for first class radio telephone licensed combination announcer. Send experience, photograph, draft status first communication. Box 165, BROADCASTING.

Announcer—Experienced, draft deferred. Give full details when replying. Box 185, BROADCASTING.

5 Kw. Basic Network Station In metropolitan midwest market wants experienced announcers immediately. Working conditions ideal. Good salary. Send full details. Box 186, BROADCASTING.

Wanted—Sound effect technician for network productions. Must be experienced in recorded and manual sound, both dramatic and musical programs. Give full details of experience in first letter, draft status, salary expected, etc. Reply Box 187, BROADCASTING.

WANTED—An announcer interested in classical music on station that has reputation for best in music. State experience. Box 160, BROADCASTING.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status. Reference, transcription.

Help Wanted (Cont'd)

Wanted—First class engineer, who will also be able to take over Chief Engineer job around January first. Draft exempt, or over 38. WSYB, Rutland, Vermont.

Situations Wanted

Announcer—All sports, news, commercial. Programming experience. Draft deferred. Box 179, BROADCASTING.

Publicity And Promotion Director—Unusual 5 year radio background. 4F. Single. Qualified for really big job. Go anywhere. Thoroughly experienced. Wire Box 178, BROADCASTING.

Radio Engineer—Desires connection as chief engineer with broadcast station, preferably in midwest. Electrical engineering degree and thirteeen years experience covering engineering, construction and maintenance. Draft status 3AH. Box 176, BROADCASTING.

Engineer—First class, young, married, 4F—three years college, 2½ years experience all phases, responsible, references. Desires permanent position midwest or southeast. Box 171, BROADCASTING.

Need Program Director?—5 kw traffic manager-chief announcer wishes to resume local station program directing. 4F. 5 years experience. Box 170, BROADCASTING.

Television Producer—14 years experience in motion pictures, radio and television. Box 169, BROADCASTING.

Announcer—50 kw. experience, 4F, 21. Available September 10. Desire good connection with good station. Box 168, BROADCASTING.

WOMAN SCRIPT-WRITER — Producer. Four years' experience with educational stations. Two years in-school broadcasting. Journalism degree. Desires position in newscasting, public service, or continuity. Reply Box 167, BROADCASTING.

CONTINUITY WRITER Dramatic scripts, announcer. Solid radio background. Box 164, BROADCASTING.

PROGRAM DIRECTOR And sales executive handled all types of problems conceivable. Draft deferred. Box 163, BROADCASTING.

Sports, Special Events, News Announcer Draft-exempt. 7 years with three 5 Kw. network stations. Married, family. Present salary $75.00 weekly. Voluntarily leaving present position. Box 159, BROADCASTING.

Commercial Writer—Looking for opportunity for advancement. Eight years radio experience. Will accept good offer agency or radio. Draft deferred. Box 188, BROADCASTING.

Experienced Continuity Director Wants to take over continuity department. Now affiliated with 5000 watt mid-western station as staff writer. Draft deferred. Box 189, BROADCASTING.

Station Manager Excellent background; 15 years radio and newspaper experience. Qualified in all departments, sales, programming, management and promotion. Married with family. 3A. Now employed, manager 5 k.w. station. Available September 15th. Box 191, BROADCASTING.

RADIO ENGINEER Design, maintenance, operating. Chief engineer three stations, ten years experience Collins, R.C.A., Gates, Western Electric, Copy press. Twenty years amateur high frequency experience. Age forty-two. Salary minimum sixty-five dollars. A. W. Kramer, 2001 North 6th, Vincennes, Indiana.

Situations Wanted (Cont'd)

Manager—Now employed 5 k.w. regional network affiliate, desires change. Thoroughly experienced in station management, programming, sales and promotion. Proven record. Best of reference. Age 37. Married with family. 3A. Box 192, BROADCASTING.

Staff Artists—Man, draft 4H, wife, playing violin, piano, organ, cello, sax, vibraharp. Have solovox. Union. Radio experience. Address Keshner, Spring Mill Inn, Mitchell, Indiana.

YOUNG WOMAN College graduate; radio major with practical experience in production, live sound, script writing, acting, on college station. Know control monitoring. Have good musical background. Available now. Reply Box 180, BROADCASTING.

Wanted to Buy

Regional Or Local Station—In northeast. Inquiries confidential. Box 177, BROADCASTING.

WANTED TO BUY—Radio station in eastern Pennsylvania, Southern New York or New Jersey. Box 174, BROADCASTING.

Will Buy—All or part interest in 250 watt station. North or mid-west. Box 166, BROADCASTING.

Station Manager—Will buy part interest in a local station where aggressive management will boost up profits. Box 162, BROADCASTING.

Radio Station—250, 500 or 1000 watts in secondary market. Willing to buy part interest and manage station. Replies confidential. Box 161, BROADCASTING.

Wanted—250 watt transmitter and all approved equipment necessary for installation of 250 watt station. Box 172, BROADCASTING.

24 Hours a Day!

WOL

WASHINGTON

Washington's Only 24 Hour Station

1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Noval Scotia
or
Joe Weed, New York City

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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CONSULTING RADIO ENGINEERS
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HECTOR R. SKIFTER
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FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
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Radio Engineering Consultants
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Crossroads of the World
Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Volunteers Clearing Local Programs Reports OWI Station Relations Chief

VOLUNTEERS are being called from the ranks of broadcasters to help the OWI Radio Bureau handle clearance of government programs on the local level, John Hymes, chief of station relations reported Friday after a tour of seven southern and midwestern regional offices.

Mr. Hymes reported that OWI's newly appointed regional station relations chiefs have had to call on program managers in communities with three or more stations to take responsibility for prompt action on Government radio needs in their areas.

Birmingham, Tulsa Groups

One such voluntary committee has been organized in Birmingham, Ala., Mr. Hymes said, with the programming staff of WAPI handling local Government appeals for all three stations in the community. A similar group is operating in Tulsa, with Allen Page, program director of KVOO and a station committee controlling clearance for three stations there.

These voluntary committees, Mr. Hymes explained, will provide liaison between the community and the nearest of the 12 scattered OWI offices. He anticipates that some 40 voluntary committees will be needed, one in every area in which three or more stations operate.

The Radio Bureau has had severe clearance problems ever since OWI's Domestic Branch folded up its field offices last month. Although no general breakdown in clearance has been reported, certain government agencies which engage in extensive local information work, such as OPA, have expressed dissatisfaction with the red tape involved in sending scripts and programs to remote regional offices for clearance.

These voluntary committees, Mr. Hymes explained, will have no official status, but will provide some machinery for prompt decisions in the field. In case of doubt, they will have ready appeal to the regional station relations directors.

In addition to the two committees now operating, several more are expected to go into effect within a few days. Alfred Llewelyn, OWI's representative in Cleveland, is expected to visit Cincinnati and Columbus this week to organize committees in those cities.

On his ten-day tour of the regional offices, Mr. Hymes visited Richmond, Atlanta, Birmingham, Dallas, Kansas City, Chicago and Minneapolis, meeting with program and station managers in each city.

WABY Gets CP

WABY, operated by the Adirondack Broadcasting Co., Albany, N. Y., last week was granted a construction permit by the FCC to install a new 250 w transmitter, subject to decision on pending application for renewal of license. WABY's license renewal is being held, the Commission explained, to await decision on renewal of WOKO, Albany. Both stations are partly owned by Harold E. Smith of Albany and Raymond M. Curtis of Garrison, N. Y. WABY was given a temporary extension of license on July 29 [BROADCASTING, Aug. 2]. A hearing on the renewal of WOKO has been scheduled for Sept. 20 to receive testimony regarding matters of ownership [See this issue of BROADCASTING].

Video Prospects

WILLIAM M. BOLAND, Western Region electronic manager for General Electric Co., discussing television Aug. 4 at the San Francisco Ad Club, said seven stations are contemplated by California broadcasters. If the optimistic estimate of television as a billion dollar a year industry in the post war era holds up, the logical share of the industry for California would be from approximately 5 to 7%.

Kate Returning

GENERAL FOODS Corp., New York, will return the Kate Smith evening program on CBS to a full hour, when the singer returns to the air this fall after a summer hiatus from June 25 to Oct. 1. Kate Smith's Friday, 8 p. m. broadcast was cut to a half-hour in January of last year, and the additional half-hour 8:30-8:55 p.m. utilized by General Foods for *The Thin Man* mystery series in behalf of Sanka and Post Toasties.

The Kate Smith-Ted Collins show will be heard 8-8:55 p.m. on the full CBS network, starting in October. Agency for Sanka and Post Toasties is Benton & Bowles. Young & Rubicam handles General Foods' Jell-O, product advertised on the Kate Smith evening show.

Chungking to WLW

HAVING completed arrangements with the Chinese News Service, WLW Cincinnati, extended its overseas pickups Aug. 14 when it presented Gen. Chow Chih-Jou, director of the National Aeronautical Affairs Commission, speaking from Chungking. Program was part of new WLW series *Skyway to War*, which deals with the U. S. Air Service Command, broadcast from Patterson Field near Dayton, Ohio.

Amoco Back on CBS

AMERICAN OIL CO., Baltimore, returns to the air this week with two news programs on CBS. Edward R. Murrow, chief of the CBS European staff, from London, Sunday, 1:30-1:45 p.m., will be sponsored effective Aug. 22, on 54 stations. Mr. Murrow had been sponsored by International Silver Co., in a later Sunday period on CBS until the completion of a 52-week contract last July 4. Ned Calmer, CBS analyst, and Major George Fielding Eliot, military expert, will be heard in behalf of Amoco and other products of American Oil, in the Thursday, 6-6:15 p.m. spot on CBS, starting Aug. 19. A 54-station hook-up will also be used for this series. The company sponsored Edwin C. Hill on CBS for a period of three years, and since discontinuing the program a year ago had not engaged in any network advertising. Agency is Joseph Katz Co., Baltimore.

Coco-Wheats Locals

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheats), on Sept. 13 starts sponsorship of local shows, mostly of quarter-hour length, in a varying schedule on 25 midwestern and eastern stations. The radio campaign will probably be expanded later. Rogers & Smith, Chicago, is agency.

Drawn for BROADCASTING by Sid Hix

"I Wish You Folks Back in the States Could Be Here . . . I Can't Take My Eyes Off the Lovely Scenery!"

Correspondents Abroad Moved Around by NBC

IN AN EXTENSIVE reshuffling of assignments among its foreign correspondents, NBC last week announced that Morgan W. Beatty is returning to this country from London for a vacation and that Elmer W. Peterson, will take over his periods. Mr. Peterson returned to London recently from a trip to Sweden. Don Hollenbeck, of the NBC London staff, will replace John MacVane at Allied Force Headquarters in Algiers. Mr. MacVane, now in England, has just completed the manuscript for a book tentatively titled *First Offensive* to be published this fall by Appleton-Century Co. The Russian scene will be covered by Henry C. Cassidy, AP Moscow correspondent. Robert Magidoff, NBC reporter, leaves that post Sept. 1 for home leave.

A war assignment of four or five-weeks' duration will take Carey Longmire off NBC. Robert McCormick, of the Washington staff will fill in. In the South Pacific area, Edward R. Wallace, chief of NBC's staff in that area, has resumed his regular broadcasts from Australia after returning from a tour of the Solomon Islands. George Thomas Folster has left Australia for an unannounced destination. Mervin K. Slosberg is being transferred from New Zealand to Australia to assist Mr. Wallace.

Teegarden Promoted

L. W. TEEGARDEN has been promoted from assistant to general sales manager of the RCA Victor Division of RCA, having supervision over the selling, distributing and warehousing of all RCA products. Mr. Teegarden came to RCA in 1930, from the General Electric Co.'s lamp division. He served successively as East Central district manager for radio tubes; tube sales head, New York district, 1933; New York district sales manager for all RCA products; head of tube renewal sales, Camden office; and manager, RCA's tube and equipment dept.

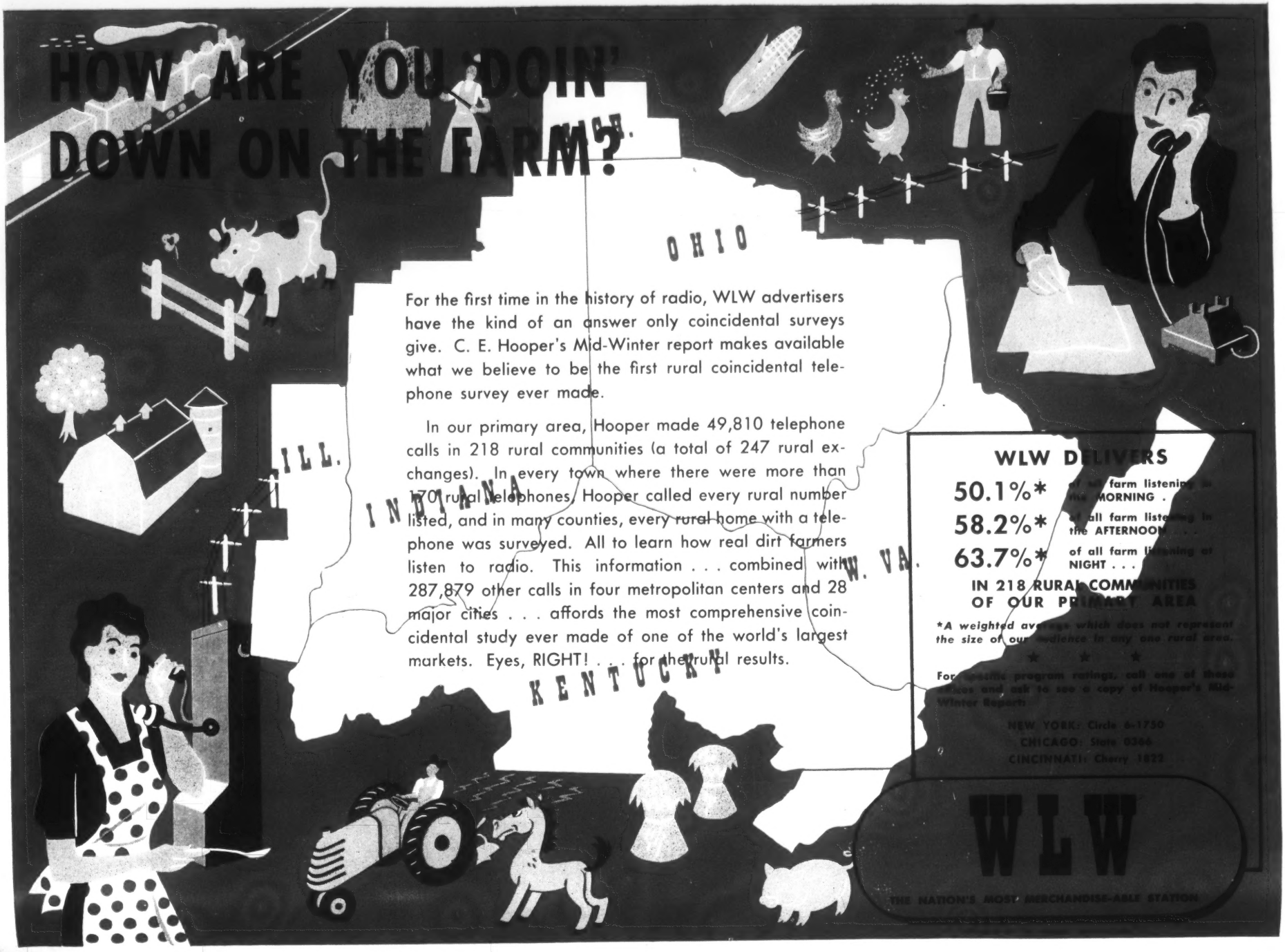
Mt. Eden Wine Plans

MT. EDEN WINE Co., Long Island City, a partnership formed by the principals of two recently dissolved firms—San Gabriel Co., New York, and Sebastiani Wine Co., New York, will devote its initial advertising budget exclusively to radio. A spot campaign schedule to start Sept. 1 will be confined to the New York metropolitan area. Drive will promote Colombo and Sebastiani brands formerly belonging to the San Gabriel and Sebastiani concerns respectively. Agency is Emil Mogul Co., New York.

New CBS Shortwave

WPB last week approved construction plans for the second OWI shortwave installation, housing facilities at Wayne, N. J., for two transmitters assigned the CBS. Plans, as passed by the Non-Industrial Facilities Committee, call for a $476,150 expenditure on installation of transmitters and alterations to a one-story leased building. CBS must now apply to the FCC for a CP for the project.

XUM


HOW ARE YOU DOIN'
DOWN ON THE FARM?
OHIO
ILL.
INDIANA
W. VA.
KENTUCKY
For the first time in the history of radio, WLW advertisers have the kind of an answer only coincidental surveys give. C. E. Hooper's Mid-Winter report makes available what we believe to be the first rural coincidental telephone survey ever made.
In our primary area, Hooper made 49,810 telephone calls in 218 rural communities (a total of 247 rural exchanges). In every town where there were more than 170 rural telephones, Hooper called every rural number listed, and in many counties, every rural home with a telephone was surveyed. All to learn how real dirt farmers listen to radio. This information . . . combined with 287,879 other calls in four metropolitan centers and 28 major cities . . . affords the most comprehensive coincidental study ever made of one of the world's largest markets. Eyes, RIGHT! . . . for the rural results.
WLW DELIVERS
50.1%* of all farm listening in the MORNING . . .
58.2%* of all farm listening in the AFTERNOON . . .
63.7%* of all farm listening at NIGHT . . .
IN 218 RURAL COMMUNITIES OF OUR PRIMARY AREA
*A weighted average which does not represent the size of our audience in any one rural area.
★ ★ ★
For specific program ratings, call one of these offices and ask to see a copy of Hooper's Mid-Winter Report:
NEW YORK: Circle 6-1750
CHICAGO: State 0366
CINCINNATI: Cherry 1822
WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION